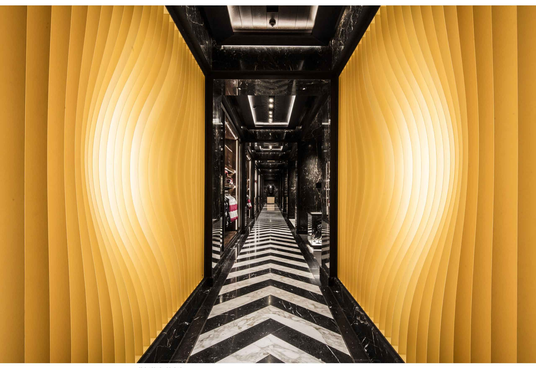
Moncler Madison Avenue Flagship

Luxury French house Moncler has opened its first U.S. flagship and largest store to date on Madison Avenue and 59th Street. The 6,500 square-foot two-level boutique is the houses second location in Manhattan after its Prince Street boutique and it's 20th location in the Americas.

Coming to Madison Avenue is a significant step in solidifying the brand's global footprint. This 59th Street intersection is at the retail heart of Manhattan and one of the busiest crossroads in the world. With our Prince Street location, we took our first steps towards establishing our retail presence and speaking to our customers in a very specific and intimate environment. With this location, we are taking a global approach by bringing together all the elements which compose the 'world of Moncler' to elevate and expand our brand identity. – Remo Ruffini, Chairman and Chief Executive Officer of Moncler

Designed by the architecture firm Gilles & Boissier, designers of Moncler's recent Seoul store, the flagship features 14-foot ceilings and a monumental window leading into a dramatic hallway that runs the length of the store paved in black-and-white chevron marble. A kinetic light sculpture consists of 24 gold metal 13-feet tall blades entitled "Solaris", conceived by Belgian artist Bardula exclusively for the flagship, welcomes guests to the world of Moncler.



"Solaris" by Bardula Studio

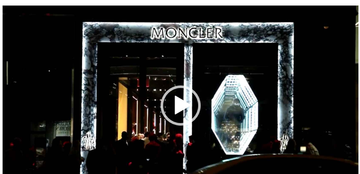
This entranceway sculptural is juxtaposed by a classically-inspired oversized bust "Tête Moncler" by French artist Christophe Charbonnel. Charbonnel's piece was inspired by the first Moncler ads which starred an adventurer with a growing beard. The Impression loves the ideas of brining heritage ads to oversized life.

The Madison Avenue Flagship houses the most extensive selection of Moncler's men's, women's and children's ready-to-wear and accessory collections including the more technical, performance-focused Grenoble line, the brand's Moncler Gamme Rouge women's runway collection by Giambattista Valli and
Moncler Gamme Bleu men's runway collection by Thom Browne. Punctuated amongst this will be seasonal collaborations like Moncler O, its most recent Men's collection with Off-White c/o Virgil Abloh, as well as special product capsules like the Rimowa and Moncler suitcases, "zai" and Moncler Grenoble skis and Moncler Grenoble snow helmet.

To help celebrate the opening, designer Thom Browne paid tribute to Moncler's iconic duvet jacket, via a "USA Flag" art installation consisting of 28 special edition jackets. That and a film by house fan and avid wearer, Spike Lee, helped the house to celebrate the store opening with a recent launch event.

The Impression welcomes the iconic retailer to New York City and appreciates a well conceived opening partnering with the arts, the culture, and the country.

"U.S. Flag" by Thom Browne



Architect Firm | Gilles & Boissier
Graphic Designer | Alix Waline
Artists | "Solaris" by Bardula, "Tête Moncler" by Christophe Charbonnel

Location
650 Madison Avenue
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