

APPAREL AND ACCESSORIES

Moncler makes Kazakhstan retail debut in Almaty mall

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The facade of Moncler's boutique in Almaty, Kazakhstan. Image credit: Moncler

By STAFF REPORTS

Outerwear label Moncler is expanding its store footprint to Kazakhstan with the opening of a boutique in Almaty.

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The approximately 1,800-square-foot store in Esentai Mall carries apparel and accessories for men, women and children. This opening marks the label's first mono-brand boutique in Kazakhstan.

Coming to Kazakhstan

Esentai Mall is an upscale shopping center, with retailers including Burberry, Bulgari, De Beers, Gucci and Jimmy Choo. The mall includes a game center, a movie theater, an art gallery and a roller skating rink.

Located on the mall's first floor, Moncler's single story boutique carries its Moncler, Moncler Grenoble, Moncler Gamme Bleu and Moncler Gamme Rouge lines. Moncler Grenoble offers technically designed garments that are fit for the mountain or the city, while Moncler Gamme Bleu and Moncler Gamme Rouge offer more couture-style fashions from designers Thom Browne and Giambattista Valli, respectively.

Two large windows welcome consumers into the store, which is meant to be a warm environment. Design elements used include wood paneling and marble paired with glass and mirrors.



Insider Moncler's Almaty, Kazakhstan store. Image credit: Moncler

Retail presence is a central part of Moncler's redevelopment plan. The brand has been working to ensure that it is located in key cities and around major ski resorts.

For instance, last fall, Moncler opened its first U.S. flagship store in New York on Madison Avenue ([see story](#)).

Moncler attributes this retail strategy to its success. In the first half of this year, the brand's revenues grew 18 percent.

Other luxury brands have recently moved into Kazakhstan.

The Ritz-Carlton Hotel Company opened the doors to its first property in Astana, Kazakhstan, adding to its presence in the country.

Part of parent company Marriott International's aggressive expansion plans for this year ([see story](#)), the hotel is situated in Talan Towers, the capital city's first upscale mixed-use development. Astana is increasingly attracting both business and leisure travelers, with the city launching an initiative this summer aimed at putting itself further on the map for tourists.

Ritz-Carlton also has a property in Almaty ([see story](#)).