

APPAREL AND ACCESSORIES

## Moncler moves into Australia with 2 new markets

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Moncler's new boutique in Sydney. Image credit: Moncler

By STAFF REPORTS

French-Italian outerwear label Moncler is investing further into Australia with a new market opening.

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The label has opened another store in Australia in a new region, debuting its first boutique in Sydney. The opening follows Moncler's first direct-operated store in Melbourne, which opened its doors a few months ago.

### Australian moves

Approximately 1,399 square feet, the Sydney store is adorned with white Calacatta marble inside and out. It also features gray marble with burnished brass.

Two large windows flank the entryway of the store, focusing on haute montagne, says the brand.

The boutique is located in the Westfield Sydney Shopping Center.

Moncler's new store comes after evolving its aseasonal approach to fashion as it enters the second year of its Genius project.

Debuted last February, Genius focuses on offering consumers designs from a number of creatives, looking to achieve both variety and newness. After throwing out the typical fashion calendar last year, Moncler is doubling down on the strategy, looking to create consumer-centric collections and experiences ([see story](#)).



The new store will stock all of its latest collections, including the 1952 collection that just launched on Jan. 31.

“Working solely with the medium of video, each designer chose a personal take on the visual narrative,” said the brand about the collection, in a statement. “Moncler 1952 deconstructed and reconstructed whole outfits and details in endless geometric variations that build an hypnotic video collage.”

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