

RETAIL

# Moncler to open largest flagship ever in New York

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The U.S. flagship will join new stores such as the St. Moritz, Switzerland, location, which opened in 2023. Image credit: Moncler

By LUXURY DAILY NEWS SERVICE

French-Italian outerwear label Moncler is set to increase its global retail footprint with domestic expansion.

The brand announced on Sept. 30, 2024, that it would be opening its largest-ever store on New York's famed Fifth Avenue. Scheduled for an early 2026 launch, the U.S. flagship will clock in at two floors and 23,680 square feet.

## Ski lift

Extensive renovations are underway at the General Motors building, with the apparel brand taking up residence inside the high-rise structure at 767 Fifth Avenue.

With this new location, Moncler's flagship will reside within walking distance of boutiques from fellow luxury labels, such as Louis Vuitton, Mikimoto, Chopard, Prada, Bergdorf Goodman and Tiffany & Co.'s "Landmark" store.



The move falls in line with Moncler's goal of increasing its presence in the United States. Image courtesy of Royal Hawaiian Center

The announcement also comes just after French conglomerate LVMH purchased a stake in Double R, an investment vehicle that also owns part of the brand and is controlled by Remo Ruffini, chairman and CEO of Moncler. The news led to stock price increases for both companies in Milan and Paris.

Moncler has been seeing positive sales for the past decade, rising to 3 billion euros, or \$3.32 billion at current exchange. For the

first half of 2024, the brand reported an 11 percent year-over-year increase in revenue at constant rates.

Last week, the company released a new collaboration with creative collective LoveFrom celebrating friendship and ingenuity ([see story](#)).

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