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MONCLER

MONCLER'S GOLDEN CHALET ARRIVES AT NORDSTROM NYC'S CENTER STAGE

An Exclusive and Shoppable Golden Chalet Featuring Moncler's Largest Global Activation of The Matt Black Collection



[\(Download Images Here\)](#)

NEW YORK (November 8, 2021) - Beginning today, Nordstrom NYC is inviting customers to immerse themselves in the newest Center Stage pop-up with a midas touch. The iconic luxury brand, Moncler, gives customers the opportunity to step into a gilded universe and shop from a never-before-seen range of items. The exclusive pop-up experience, part of Nordstrom's revolving Center Stage platform at its New York City flagship, runs through December 5 and features unique curated pieces exclusive to this golden Center Stage.

"Just in time for the holiday season, we are excited to welcome Moncler to Center Stage at Nordstrom NYC. We look forward to our customers being able to experience exclusive Moncler pieces for the whole family in this unique and immersive pop-up. The Moncler brand continues to be a Nordstrom customer favorite with their innovative and imaginative designs," said Sam Lobban, Nordstrom Senior Vice President Designer and New Concepts.

The collaboration and pop-up will also be one of the largest global activations of Moncler Matt Black, featuring fabric innovation, sleek silhouettes and a minimal color palette,

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in an advance launch exclusive to Nordstrom. The items in the shop will span men's, women's, and kid's across outerwear, ready-to-wear, soft accessories and shoes. In-shop customers will find exclusive colorways and styles of the Tharon Down Hooded Jacket, Valras Down Vest, and an exclusive sole color on the Carinne boot. The men's selection includes exclusive colors of the Jildaz down jacket and the Aptera Vest.

This shoppable golden chalet, brought to life and complete with reflective towers of gold and ornate fixtures is offering customers a respite from the city bustle, browsing this wintery collection and sipping on co-branded hot chocolate.

Moncler is a brand driven by reinvention, working effortlessly to inspire and motivate the adventurers and outdoor enthusiasts who wear Moncler to look and feel their best in the simplest, to most extreme climates.

In addition to the NYC Flagship and [Nordstrom.com](https://www.nordstrom.com), an extended range of items will be available at in five select cities, at the following locations beginning November 8, 2021:

- Nordstrom South Coast Plaza (Costa Mesa, CA)
- Nordstrom Michigan Avenue (Chicago, IL)
- Nordstrom at Mall of America (Minneapolis, MN)
- Nordstrom Bellevue Square (Bellevue, WA)
- Nordstrom at Pacific Centre (Vancouver, BC)

[HERE](#) is a link to shop images, as well as product and editorial imagery.

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About Nordstrom

At Nordstrom, Inc. (NYSE: JWN), we exist to help our customers feel good and look their best. Since starting as a shoe store in 1901, how to best serve customers has been at the center of every decision we make. This heritage of service is the foundation we're building on as we provide convenience and true connection for our customers. Our digital-first platform enables us to serve customers when, where and how they want to shop – whether that's in-store at more than 350 Nordstrom, Nordstrom Local and Nordstrom Rack locations or digitally through

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our [Nordstrom](#) and [Rack](#) apps and websites. Through it all, we remain committed to [leaving the world better](#) than we found it.

About Moncler

Moncler was founded at Monestier-de-Clermont, Grenoble, France, in 1952 and is currently headquartered in Italy. Over the years the brand has combined style with constant technological research assisted by experts in activities linked to the world of the mountain. The Moncler outerwear collections marry the extreme demands of nature with those of city life. In 2003 Remo Ruffini took over the company, of which he is currently Chairman and CEO. Moncler manufactures and directly distributes the clothing and accessories collections under the brand Moncler through its boutiques and in exclusive international department stores and multi-brand outlets.

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