Moncler has marked the 10th anniversary of its presence in Rome with the expansion of its boutique in Piazza di Spagna. The concept has been conceived by longtime Moncler collaborator Gilles & Boissier, the Paris design studio, and brings the selling space in the boutique to 170 sq m.

The company said the new space “blends classical grandeur with high-tech innovation for a post-modern take on a mythic yet modern city”.

The enlarged space is illuminated by natural light from three new windows, as well as offering a porthole view of Moncler 8 Palm Angels.
The enlarged space is illuminated by natural light from three new windows, as well as offering a porthole view of the Spanish Steps from the feature skylight.

It's actually a good lesson in making the most of a heritage building and a great overall location.

The circular entrance, at the crossroads of Via Condotti and Piazza di Spagna, "echoes the architecture of the neighbouring Pantheon".

Materials used inside include calacatta and red lepanto marble, cast brass, travertine, boiserie and acid-etched iron. But these heritage materials are also seen against more modern touches such as the video-LED screen ceilings. There’s also a bronze sculpture by contemporary artist Christophe Charbonnel.

Product-wise, the men’s and women’s collection are on show, alongside "an exclusive selection of items from Moncler Genius".

And talking of the Genius offer, the company has just launched the 8 Moncler Palm Angels collection created by Palm Angels creative chief Francesco Ragazzi, who’s worked around the idea of a vintage store and American culture.

He’s “elevated materials, volume or details on a range of classic garments, twisting the familiar into something surprising while retaining function and simplicity”.

What this means is the puffer jacket that’s a must-have in any Moncler collection, with or without sleeves, as the star piece. There are also new takes on the Hawaiian shirt, cardigan, sweater, tracksuit, sweatshirt, and Moon Boot (the first Moncler collection to link up with the footwear brand).

Moncler said that “in rethinking such staples, the designer has turned things upside down. For the collection, he has refashioned the signature Moncler logo, replacing the cockerel emblem over the word Moncler with an elegant palm”.

The Moon Boot comes in “a playful and unexpected animal print” while the puffer “has a cropped volume and comes with ultrasuede patches on the shoulders, or with askew buttoning”. It’s made in sustainable satin or has summer palms on the back.

The Hawaiian and terrain print shirts “become as big and long as a coat, and get padded like outerwear”, while sweaters are oversized or printed with various motifs.

The collection also uses low-impact materials such as Econyl, organic cotton and recycled polyester, and buttons and zips are made with recycled metal and brass.

By Sandra Halliday