

Moncler marks travel retail milestone with Heathrow Airport store



The Moncler store is located in Terminal 3 of London Heathrow Airport

Italian luxury brand [Moncler](#) has opened a store at London Heathrow Airport in what the brand describes as a "milestone launch."

"The new outlet features a stunning design which both exudes the aesthetic and experience of Moncler, while also being perfectly adapted to its surroundings," notes a press release. "It is a stunning example of creating a store which both unmistakably exudes the brand's individual ethos, while also creating something unique and exciting for Heathrow's traveling shoppers."

The store design features LED exterior walls, a marble floor and gallery-like displays showcasing the latest Moncler collections for shoppers to explore. Travel retail consultancy 2.0 & Partners worked alongside Moncler on the realization of the brand's vision for the store.

Marco Passoni, Senior Executive VP at 2.0 & Partners, said, "This stunning new store is a truly wonderful expression of the Moncler brand experience and a landmark opening for the brand's travel retail expansion. Moncler has been a leader in generating incredible brand experiences in the luxury sector for a while now and the new Heathrow Terminal 3 shop displays this expertise perfectly for the traveling shopper."

He added, "Luxury experiences such as this are a vital part of the travel retail ecosystem, but it is a shame that the UK Government's continued refusal to reinstate tax-free shopping means brands operating in this market in the UK face an uphill battle as the current situation makes this market less

favorable to shoppers. We hope that brilliant brand experiences such as this will not only continue to help build engagement despite these challenges but will also underline the potential the sector has to deliver greater growth if these restrictions are removed.”