

MONCLER RETAIL EXPANSION

Strategic location analysis to identify high-potential, untapped markets for future boutique openings.



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SELECTION PROCESS



PHASE 1: COUNTRY SCORING

Analyzed global markets using macro-economic indicators.

| **Global Pool → Top 12 Countries**



PHASE 2: CITY FILTERING

Deep-dive analysis into micro-locations within selected countries.

| **20 Cities / Country → Top 5 Targets**



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THE LOGIC BEHIND THE SCORES

SCORING SYSTEM for COUNTRY SELECTION			
PARAMETER	WEIGHT (%)	WHY?	SOURCE
1. Luxury Market Growth (YoY %)	20	Directly measures market momentum	Bain & Company
2. Tourism Expenditure (Million USD)	15	Key driver of luxury sales in tier-1 destinations	UNWTO
3. GDP per Capita (USD)	15	Indicates purchasing power of local consumers	World Bank Data
4. UHNW Population (Ultra High Net Worth)	15	Concentration of luxury target consumers	Altrata
5. IWI Index (International Wealth Index)	5	Retail infrastructure quality	Global Data Lab
6. Moncler Store Presence (Binary)	10	Strategic positioning & brand presence	Moncler Store Locator
7. Number of Trips (Millions)	10	Tourism traffic intensity	UNWTO
8. Average Temperature (Celsius)	10	Growth potential	Global Data Lab
Total	100		



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THE LOGIC BEHIND THE SCORES

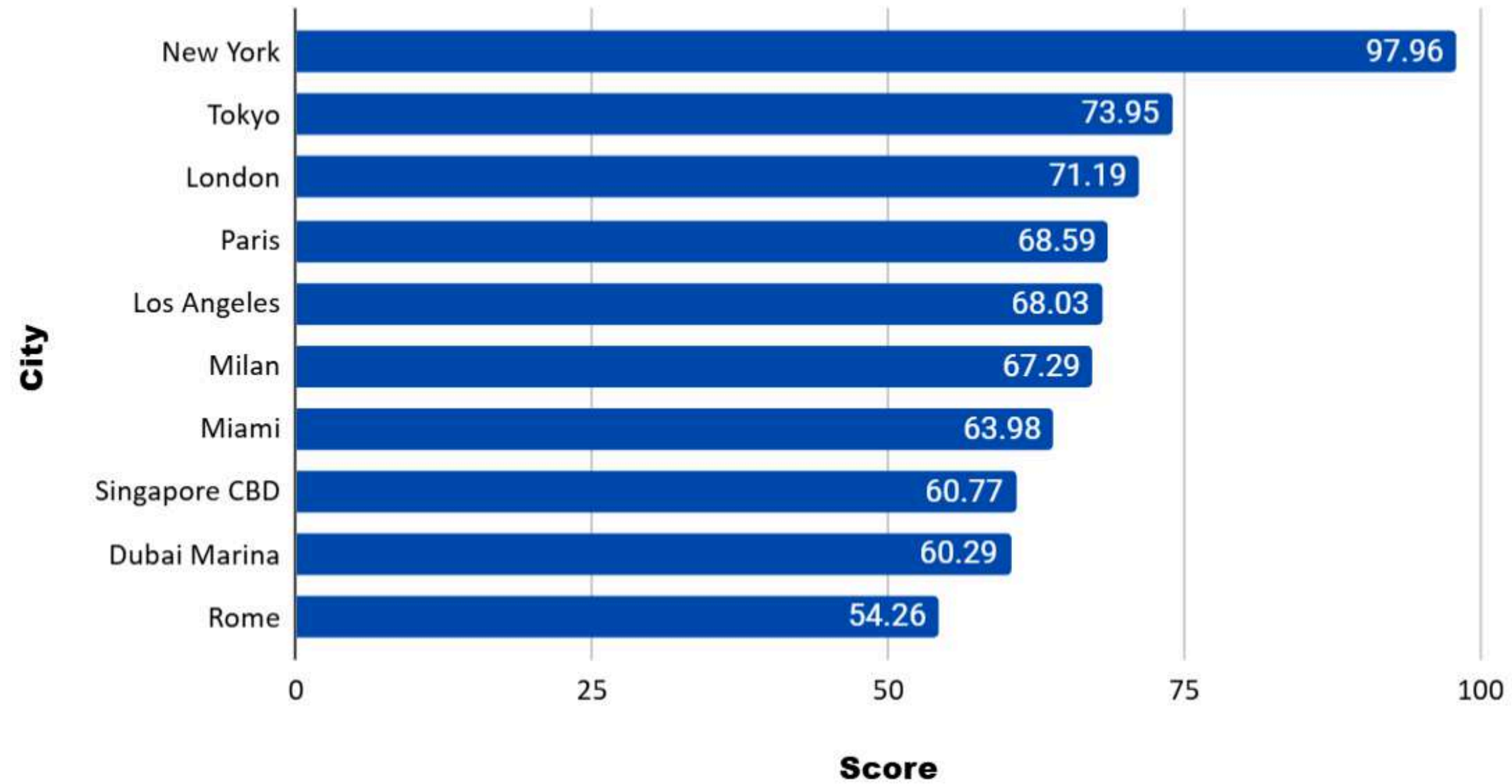
SCORING SYSTEM for CITY SELECTION		
PARAMETER	WEIGHT (%)	SOURCE
1. Luxury Retail Rent	15	Cushman & Wakefield
2. HNWl Population	15	Altrata
3. Tourism Arrivals	15	UNWTO
4. Main Street Ranking	20	Cushman & Wakefield
5. HNWl Growth Rate	5	Altrata
6. Fashion District Status	20	Retail industry analysis + C&W
7. Moncler Presence	10	Moncler Store Locator
Total	100	



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TOP 10 CITIES



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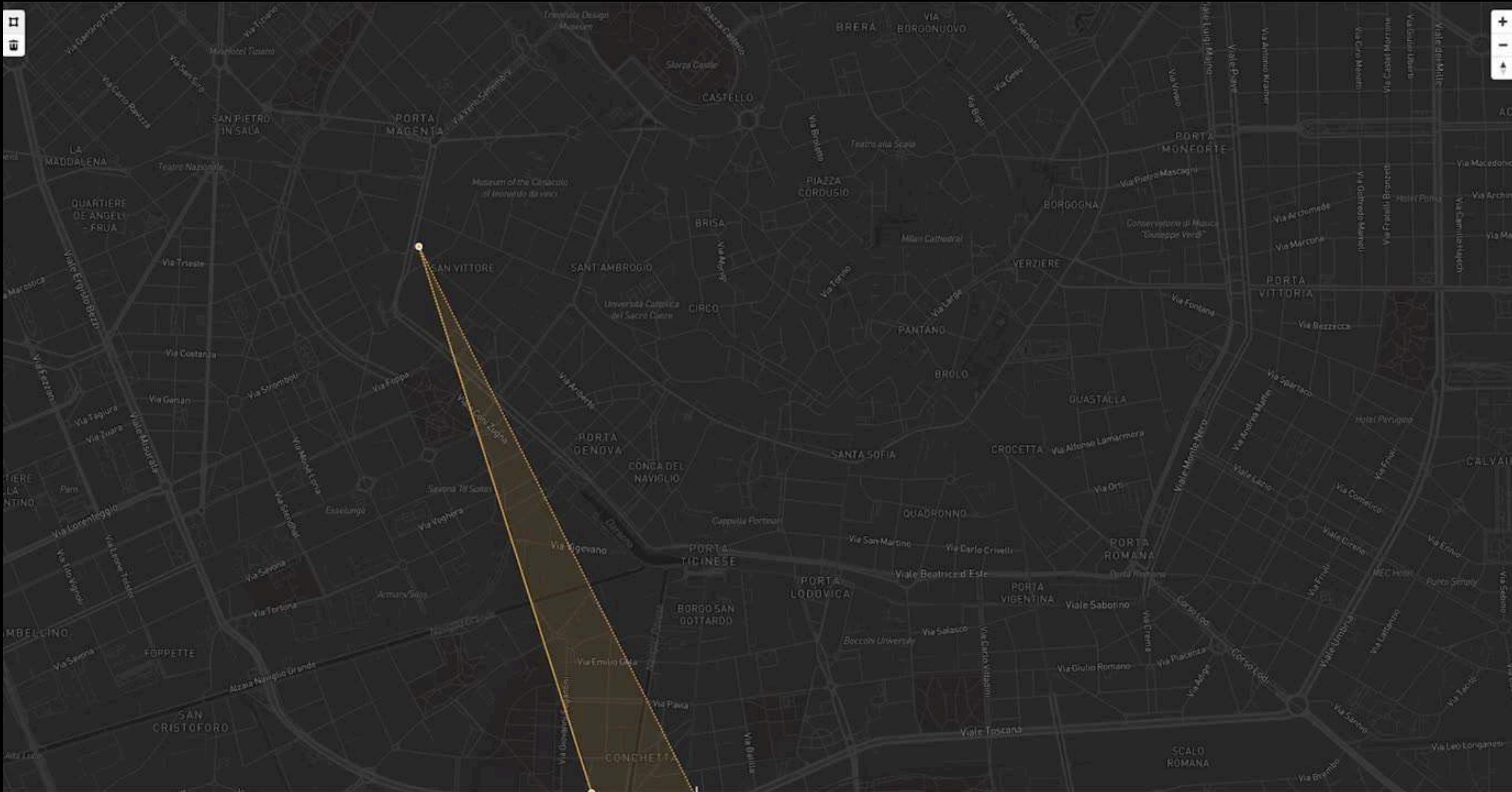
HOW WE EXTRAPOLATED DATA FROM THE MONCLER STORE LOCATOR

COUNTRY	CITY	DISTRICT/STREET	STORE TYPE
EMEA			
Italy	Milan	Galleria Vittorio Emanuele 11/12	Flagship
Italy	Milan	Via Montenapoleone 1	Flagship
Italy	Milan	Rinascente Women	Concession
Italy	Milan	Rinascente Men	Concession
Italy	Ferno	Milan Malpensa Airport T1	Boutique
Italy	Torino	Via Lagrange 2	Flagship
Italy	Padua	Via Santa Lucia 8	Boutique
Italy	Venice	Calle Larga XXII Marzo	Flagship
Italy	Bologna	Galleria Cavour 1	Boutique
Italy	Capri	Via Camerelle 29	Boutique
Italy	Cortina	Corso Italia 98	Boutique
Italy	Courmayeur	Via Roma 27	Boutique
Italy	Florence	Via degli Strozzi 3	Flagship
Italy	Forte dei Marmi	Piazza Garibaldi 9/A	Flagship
Italy	Naples	Via Filangeri 38	Flagship
Italy	Rome	Rinascente Women	Concession
Italy	Rome	Rinascente Men	Concession
Italy	Rome	Rome Fiumicino Airport T3	Boutique
Italy	Rome	Piazza di Spagna 77	Flagship
Italy	Rome	Rome Fiumicino Airport T1	Boutique



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MARKET ATTRACTIVENESS – CUSTOMER & BRAND FIT

••  **USA**
LEADING LUXURY
DEMAND, HIGH
UHNW
CONCENTRATION,
STRONG TOURISM

••    **SOUTHERN
EUROPE:**
FASHION HERITAGE,
STRONG LUXURY
AFFINITY

••   **ASIA**
PREMIUM HIGH
INCOME, APPETITE
FOR TECHNICAL
LUXURY

••   **GULF**
EXTREMELY HIGH
PURCHASING
POWER, LIMITED
MARKET SCALE

Country	Score
USA	76.6
Spain	58.4
Japan	53.8
Italy	51.2
France	49.8
Singapore	48.9



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- EASIEST MARKETS TO OPERATE:
USA, SINGAPORE, SWITZERLAND,
GERMANY, UK, JAPAN, AUSTRALIA

02

- STRONG CONDITIONS:
STABLE INSTITUTIONS, LOW CORRUPTION,
STRONG RETAIL INFRASTRUCTURE

03

- MORE COMPLEX MARKETS:
 - GULF
 - CHINA

04

- KEY TAKEAWAYS:
PRIORITIZE US + MATURE HUBS; EXPAND
SELECTIVELY IN MIDDLE EAST & CHINA.

MARKET VIABILITY

OPERATIONAL &
REGULATORY
FEASIBILITY



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MOCKUP

Chalet Pop-up Store



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SOURCES & DATASETS

Sources:

- UNWTO:
 - <https://www.untourism.int/tourism-statistics/tourism-data-inbound-tourism>
- World Bank Data:
 - <https://data.worldbank.org/indicator/NY.GDP.PCAP.CD>
- Altrata:
 - <https://altrata.com/reports/world-ultra-wealth-report-2025>
- Global Data Lab:
 - <https://globaldatalab.org/geos/table/surfacetempyear/?levels=1&years=2022&interpolation=0&extrapolation=0>
 - <https://globaldatalab.org/wealth/download/iwi/?levels=1&years=~1999+1998+1997+1996+1995+1994+1993+1992>
- Moncler Store Locator:
 - <https://www.moncler.com/it-it/storelocator>
- Cushman & Wakefield:
 - <https://cushwake.cld.bz/mainstreets-11-2024-global-central-en-content-retail>
- Altrata:
 - <https://altrata.com/reports/world-ultra-wealth-report-2025>
- Bain & Company:
 - <https://www.bain.com/insights/luxury-in-transition-securing-future-growth/>

Our datasets:

- [Countries dataset](#)
- [Cities dataset](#)

[Sources - detailed document](#)



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