

RETAIL

Moncler opens expanded boutique in Honolulu

September 20, 2024



The store now takes up two floors, offering an up-to-date selection of the brand's offerings. Image courtesy of Royal Hawaiian Center

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Italian fashion company **Moncler** is relocating.

The brand has opened a new boutique within the Royal Hawaiian Center shopping mall in Honolulu, now sporting a two-story footprint. Across 2,200 square feet, the space houses the latest Moncler Collection, Grenoble and Genius luxury goods, in addition to footwear.

"Moncler is recognized worldwide as the global leader in luxury outerwear fashion," said Rosalind J. Schurgin, CEO of The Festival Cos., property manager of Royal Hawaiian Center, in a statement.

"We are delighted that Moncler has joined Royal Hawaiian Center as we continue to expand our merchandising offerings of the finest international flagship luxury brands in the world," Ms. Schurgin said. "Moncler's visionary design for the Royal Hawaiian Center store and iconic faade features a stunning interplay of marble, stone materials, and mountain views, while also embodying a Hawaiian sense of place.

"This design underscores Royal Hawaiian Center's commitment to creating an enhanced shopping environment that offers a world-class shopping experience in paradise for our kamaina and visitors in the heart of Waikk."

Island hop

Situated within Building C of the shopping center and operating from 10 a.m. to 9 p.m. daily, the newly opened boutique takes on a traditional Hawaiian aesthetic while maintaining Moncler's signature design codes.

Its grand outdoor facade is entirely forged from bright honed green onyx jade stone, set in a geometric Voronoi pattern that matches the store's floors. Besides the main Kalkaua Avenue entryway, the Royal Hawaiian Center hub has two other access points.



The flooring within the relocated boutique also takes on a Voronoi design. Image courtesy of Royal Hawaiian Center

From ground to ceiling, interior design puts an emphasis on the use of natural materials.

Palm, cedar and smoked oak, as well as linen, raffia and other natural fiber accents, appear everywhere from furnishings to product displays, contrasting traces of brass placed throughout the retail location.

Hawaii is a hotbed for luxury launches. In March of this year, Hilton's Waldorf Astoria inaugurated the Kilolani Spa at its Grand Wailea resort in Wailea ([see story](#)).

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