

## Prada Wonderland Galaxy Macau

Prada presents *Prada Wonderland*, a new and exclusive pop-up installation at the prestigious Galaxy Macau, from 12 January to 10 March 2019 on the occasion of the Chinese New Year celebrations.

*Prada Wonderland* is a place designed primarily for fun and festivities, where the brand's most authentic codes are reinterpreted for a new identity and experience of luxury shopping.

The space, dedicated to a selection of leather goods and accessories for men and women, offers customers the opportunity to purchase world exclusive products, including the new edition of the Prada Double Saffiano leather bag with crocodile leather details available in different colours and a men's leather goods proposal in black and platinum active Saffiano leather.

A series of attractions, typical of early twentieth-century funfairs, are the main element of visual attraction:

- the *Prada Wonderwheel*, a reinterpretation of the classic big wheel located at the centre of the space. Animated by a sinuous movement, it displays Prada's iconic products inside shopping-bag-shaped cabins;
- the *Prada Carousel*, two merry-go-rounds at either end of the pop-up offer dynamic presentations of products for women and men.

At the centre of the installation, the two wide naves inspired by the traditional funfair Shooting Booths recall the furniture of the historic Prada store in the Galleria Vittorio Emanuele II in Milan, reinterpreted in a modern way. The black-and-white chequered floor and counters, which also make reference to the brand's codes, complete the design.