

PRADA REVAMPS ITS BOUTIQUE AT HARRODS

London, August 21, 2020 - Prada revamps its ground-floor boutique at the prestigious Harrods department store in London. Spanning a total of 161 square metres, the space contains the women's collections of leather goods and accessories.

The interiors feature a black and white chequered floor, a quintessential element echoing the historic Prada store in the Galleria Vittorio Emanuele II in Milan.

A three-dimensional covering, with graphics evoking the historic prints of Prada, lines walls and ceiling in a classic shade of green, offering a reinterpretation of the iconic Prada Niche.

Original wooden screens wrapped around the existing columns of the department store are used as displays and differentiated for specific products. Designed expressly for this space, the new tables in wood and perspex see classic and modern materials placed side by side in a new reading of Prada's sophisticated style.

An intimate, feminine area in a special corner showcases an exclusive selection of gold jewels, silk scarves, headbands and eyeglasses.

The 1950s style chairs, upholstered in green velvet fabric, complement the interiors.

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