

PRADA

PRADA LOVES PRINTEMPS

Prada Abstract

A pop up in collaboration with Printemps Haussmann, Paris

3 September – 18 October 2020

Prada, in collaboration with Printemps, presents a special project: a mesmerizing, emotionally arousing space totally designed in black and white, named 'Prada Abstract'.

From September 3 to October 18, 2020 the Atrium of Printemps Haussmann, the central space of the Paris department store, will be the exciting location of a 90 sq. m pop-up store extending the full height of the atrium and dedicated to a selection of clothing, bags, accessories and footwear. Complementing it will be an original installation taking up five windows facing Boulevard Haussmann.

The key concept and inspiration behind the project is the absence of colour to emphasize Prada's contemporary identity. Black and white are used for all elements: white for the floor and walls; black for the three-dimensional logo.

The black and white concept is highlighted by an immersive experience including animations portraying spectacles of nature projected onto huge LED video walls: ice breaking off the Perito Moreno glacier in Argentina, massive waterfalls, ocean waves and the jagged landscapes of Antarctica.

The iconic *Prada Niches* and a series of cubes are used as product display spaces, projecting the same animations of nature in sync with the walls.

The external windows, lined completely in black on their interior, house the animated *Prada Niches* devoted to accessories and clothing.

To mark the opening of the pop-up store, an exclusive bag brought out during Prada Multiple Views SS21 will be available as a preview in the shades of white, black, orchid and aquamarine.

For further information:

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