

Prada Holiday
A pop up at Selfridges
2 December 2020– 10 January 2021

Prada, in collaboration with Selfridges, presents the new 'Prada Holiday' pop-up store, a magical space dedicated to exclusive gifts for men and women during the Holiday period. The pop up, covering an area of approximately 60 square meters, offers a selection of bags and accessories.

The installation concept is characterized by a modern reinterpretation of the typical festive motifs. Large multi-level silhouettes create three-dimensional compositions on which the products are displayed.

White and red, evocative colors of the festivity, are the protagonists of the space and decorate both the columns and the iconic chequered floor. The triangular Prada logo also stands out in white and red.