



Prada Enchanted

A pop-up at Harrods

5 December 2020– 3 January 2021

Prada presents the new 'Prada Enchanted' pop-up store, a magical and fascinating space dedicated to precious gifts for men and women in view of the upcoming Holiday period at Harrods.

The pop up, overlooking Brompton Road with three large windows while covering an area of approximately 90 square meters, offers a selection of ready to wear, bags and accessories.

The installation concept is characterized by an all-over covering of the entire space with a pattern of traditional festive lights, mounted on translucent surfaces in the classic Prada green tone, in order to evoke an exclusive festive atmosphere.

A sequence of small shelves on the illuminated walls highlights the Prada gifts' offer which is also displayed on several dark wood tables with green colored shelves.

The floor is defined by the iconic black and white checkered motif in inlaid carpet.

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