



## **Prada Enchanted**

### **A pop-up at Isetan The stage**

**16 November – 22 December 2020**

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

The pop-up, covering an area of approximately 80 square meters, offers a selection of ready to wear, bags, shoes and accessories.

The installation concept is characterized by an absolute pattern of Christmas lights that wraps the entire architecture, mounted on a translucent Prada green surface.

The environment – defined by the iconic black and white checkerboard carpet floor - is divided into small corners along the perimeter of the pop-up, each dedicated to a specific product: the exclusive Cleo bags, scarves and hair accessories, as well as practical cases for technological devices. The central sales area is defined by islands and seats where jewels - including silver models – flank the small leather goods.

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