

# PRADA

*press release*

## **PRADA.COM: NEW IMAGE AND DYNAMIC NAVIGATION The Prada Time Capsule debuts in December**

Milan, November 18, 2019 – Prada intensifies its digital strategy with the launch of the totally revamped version of prada.com, the brand's e-commerce platform and go-to source for editorial content. Currently available in Europe only, the new layout will be rolled out to other markets over the course of 2020.

Reflecting the quintessential identity of Prada, the website seamlessly combines updated browsing features with the brand's aesthetics for a unique shopping experience and creative immersion into the Prada universe sure to make an impact on visitors.

The project's keystones – synergy, dynamism, flexibility, responsiveness and omnichannel features – deliver a perfect balance of editorial content and e-commerce wrapped in an elegantly simple design. The site offers an interactive experience featuring surprise mini-videos that play during navigation, personalized content and paths that vary thanks to a modular framework based on users' needs, topped off by the usability from any device and an enhanced integration of online and offline channels.

The 'Pradasphere' section with its refreshed image moves dynamically between past, present and future, taking the visitor on a tour through fashion shows, special projects, campaigns, films, events and locations of the Prada universe via two original browsing modes, with the possibility to apply filters by category and year. Every click is a total revelation.

Making its debut in December 2019 the new section Prada Time Capsule will offer an exclusive product for men and women to be sold in a limited edition only on prada.com for a 24-hour period. Once a month Prada Time Capsule will be updated with a new item that can also be selected among the iconic objects from the brand's archive.

*For further information:*

*Prada Press Office*

*Tel. +39 02.567811*

*e-mail: [corporatepress@prada.com](mailto:corporatepress@prada.com)*