

Prada opens two new stores in Monte-Carlo

Milan, 15 April 2019 - Prada opens two new stores, dedicated respectively to the Men's and Women's collections, at the prestigious "Hôtel de Paris" and "One" complex in Monte-Carlo.

The Prada woman's store - located at the "Hôtel de Paris" - extends over two levels with a total surface area of around 470 square metres and houses the collections of clothing, accessories and footwear for women, plus an exclusive selection of evening dresses. The main entrance large window welcomes the customer into a sophisticated space leading to a series of rooms overlooking the covered gallery. The first floor presents an elegant sequence of large areas characterised by a classical modernism: pastel-green colour walls - decorated in bas-relief with motifs inspired by the brand's iconic prints - are matched with a series of designer furniture in soft and sensual shapes. The space is completed by the typical black and white chequered marble floor, a reference to Prada's historic shop in Galleria Vittorio Emanuele II, Milan.

The Prada man's store, located within the "One" complex, covers a total area of approximately 175 square metres on two levels, and is dedicated to the collections of clothing, accessories and footwear for men. The large, totally glazed façade reveals the double volume of the store. The interiors, characterised by a black and white chequered marble floor, are structured like a large open space bordered by pastel-green walls and defined by green Aver marble tops that constitute the essential display elements. The ceiling, of a modernist design, is made of rafters.

Both stores are distinct by some important original and rare pieces of furniture signed by great designers of the past, combined with design reproductions made exclusively for Prada.

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