

## **Prada opens a new boutique in Tokyo at the Miyashita Park shopping mall**

Milan, September 3rd 2020 - Prada unveils a new boutique at Miyashita Park, the recently rebuilt shopping complex in the Shibuya district of Tokyo, showcasing the most prestigious luxury brands.

A unique and original visual identity distinguishes the boutique that extends over one floor - covering a surface of approximately 300 square metres - and offers a selection of clothing, bags, accessories and footwear for men and women in unisex and thematic versions.

The external façade - with a street entrance - features a large window extending over its entire extension, allowing a view into a dreamlike, virtual “container” against a dynamic backdrop.

The interior, along with the elements composing it, is minimal and pure: an iconic black and white chequered floor is reinvented in a macro version, while the walls are designed in backlit “sponge” - the ‘air and matter’ hybrid material designed by OMA, the architectural studio founded by Rem Koolhaas, for the Prada Epicenter in Los Angeles. The luminous ceiling and video wall of the backdrop, which dynamically assembles and disassembles the walls, allow the displayed product to command full attention.

At the centre the display elements become geometric volumes playing with solids and voids, all designed in a single material, aluminium, to enhance the minimal aesthetics and contemporary feel of the interiors.

The product offer includes bags, backpacks, accessories and shoes made of brand new Re-Nylon, a selection of visual books from Prada, as well as exclusive cotton poplin t-shirts featuring original prints dedicated to the store opening, such as a Prada oval logo reinterpreted by OMA bearing Prada Miyashita Park store name, and a travel tag print with TYO (Tokyo) symbols.

Lastly, various stationary in collaboration with Japanese company Traveller’s Company will make the store selection even more special.

# PRADA

On the occasion of the opening, Prada is also launching an original digital project - called "My Shibuya View" - which features personal films created by selected creators and musicians who introduce their favorite spots in Shibuya, to be available on Prada LINE account as well as on [prada.com](https://prada.com) within the Pradasphere section.

The digital project debuted with two films, respectively by filmmaker Tomokazu Yamada and model Hikari Mori. The others - which include participants such as Yohei Kawakami ([Alexandros]), model emma, singer and songwriter Taichi Mukai, model Ruka and model, actor and musician YOSHI - will be released in September.

#PradaMiyashitaPark  
#PradaMyShibuyaView

*For further information:*  
*Prada Press Office*  
*Tel. +39.02.567811*  
*e-mail: [corporatepress@prada.com](mailto:corporatepress@prada.com)*  
*[www.prada.com](https://www.prada.com)*