

## **PRADA LAUNCHES NEW E-COMMERCE PLATFORM IN CHINA**

Milan, 21<sup>st</sup> December 2017 – The Prada Group announces the launch of the Prada new e-commerce platform in China. Live from December 19<sup>th</sup>, it is available on [prada.com](https://www.prada.com/cn/zh.html) <https://www.prada.com/cn/zh.html>.

The highly customized and localized e-commerce Chinese platform is a major step forward in Prada's digital strategy. The new Prada e-commerce experience remains on-track for full global roll-out by the end of January 2018.

The product offering available on the new [prada.com](https://www.prada.com) website will cater to individual markets across the globe.

The new platform provides a seamless shopping experience. Customers will enjoy enhanced online services, including:

- Improved and simpler navigation with a “mobile first” approach, new design and richer media content to increase consumers’ engagement while shopping online;
- A wider product choice, covering all product categories for men and women: ready-to-wear, bags, accessories, shoes, fragrances and eyewear;
- Personalized concierge services, such as the “virtual assistant” chat option and the possibility to book an appointment in store;
- Fully integrated with Prada stores, with the possibility to buy products online and pick them up in a store of choice as well as to book an appointment in store with a personal shopper;
- Fully integrated with social networks and local payment methods, including WeChat and Alipay.

## PRADA Group

Chiara Tosato, Prada General Manager and Digital e-Commerce Director, said: *“The launch of the new prada.com in China is an important progress against our group digital strategy which is based on three pillars: driving online sales through our new e-commerce platform globally, developing an omni-channel shopping experience that integrates different ways of buying, and increasing our investment in digital communication. Today we are proud to unveil the new platform in China to match the needs of one of our key markets and to offer our customers an even more memorable Prada shopping experience.”*

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### **About PRADA Group**

The PRADA Group (HKSE Code: 1913) is a world leader in the luxury goods sector where it operates with the Prada, Miu Miu, Church's and Car Shoe brands in the production and distribution of luxury handbags, leather goods, footwear, apparel and accessories. In 2014, Prada acquired 80% of Marchesi srl, owner of the historic Milanese patisserie founded in 1824. The Group also operates, under licensing agreements, in the eyewear and fragrance sectors. Its products are sold in 75 countries worldwide through a network that includes 613 directly operated stores (DOS) (as at July 31st, 2017) and a select network of luxury department stores, independent retailers and franchise stores.