

## PRADA OPENS NEW SPACES IN THE VIA DELLA SPIGA BOUTIQUE

Milan, 3 September 2018 - Prada opens new spaces in the via della Spiga boutique in Milan, which have been expanded and feature the rolling out of a fresh image, with a new layout and interior architecture. The boutique is entirely dedicated to the women's collections.

On the corner between Via Sant'Andrea and Via della Spiga, the façade is characterised by entrances on both streets and large windows, inserted in the stone frame of the building. Inside, the new layout of the spaces is on two levels for a total area of 400 square metres.

The space on the ground floor - dedicated to leather goods, accessories and footwear collections - is an original and sophisticated interpretation of the historic Prada display niche. New and elegant design elements stand out, among which the green marble tables sketched by the Milanese design firm BBPR and exclusively reproduced for Prada in a limited series.

The iconic chequered floor in black and white marble completes the space, deforming and making it almost optical, generating lines of perspective that enhance the focal points of the displays.

The upper floor - reached by a marble staircase - houses the clothing collections and is characterised by the modern design of the ceiling beams and the pearl-grey carpeted floor, combined with the wooden details of the large windows and 1950s furnishings. The walls are decorated with bas-reliefs in shades of pastel green, inspired by the iconic prints of the brand.

On both levels, the display elements - made with details of polished wood - are flanked by furniture designed by Osvaldo Borsani and Giò Ponti, made exclusively for Prada and some special design pieces that pay homage to the masters of Milanese design of the 1950s.

From 10 September 2018, the Prada Sidonie bag, protagonist of the Prada Resort 2019 collection, will be available solely at the Via della Spiga store in two styles made of city calf leather in a different range of colors. The precious skin versions - crocodile and ostrich - will be available in pre-order only.

*For further information:*

*Prada Press Office*

*Tel. +39.02.567811*

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