

PRADA GROUP AND LA RINASCENTE ROME: NEW SPACES FOR PRADA, MIU MIU AND CHURCH'S

Rome, October 12, 2017 – *Prada Group inaugurates its new Prada, Miu Miu and Church's boutiques in La Rinascente on Via del Tritone in Rome.*

With these new openings the group, which is already present in La Rinascente on Via Vittorio Emanuele II in Milan, consolidates its ties with the prestigious department store and the capital, which is also home to Prada and Church's flagship stores on Via dei Condotti, the Miu Miu boutique on Via del Babuino and the Car Shoe store on Piazza San Lorenzo in Lucina.

The distinctive styles of the three brands define the different spaces. The Prada space has a classic black and white checkerboard floor and natural aluminum display elements, the Miu Miu space has damask walls at the front and a large video-wall at the center showing images of the latest advertising campaign, and the Church's space presents a new concept with new materials and colors.

PRADA

The total surface area of 100 square meters in the centrally located, luminous inner courtyard houses an exclusive collection of leather goods and accessories for men and women. Life-sized "Trick-robots" and the reproduction of a 1930's train are the iconic elements that, along with the black and white checkerboard floor, highlight the product in this very original setup.

MIU MIU

Miu Miu inaugurates its boutique on the ground floor in a 30 square meter space dedicated to the brand's handbag and accessories collections. The interior is embellished with damask fabric, floor-to-ceiling mirrors, and beveled mirror display tables that create an elegant and distinctly feminine atmosphere.

CHURCH'S

The Church's space on the second floor covers a space of 37 square meters and is home to the footwear and accessories collections and small leather goods for men. Church's stylistic elements have been renewed to enhance the setting with timeless style and elegance: the carpet reproduces a large Union Jack, the chairs are upholstered in red leather, and new mahogany display elements showcase the product.

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