

PRADA PRESENTS 'PRADA SPIRIT'
Exclusive preview at the Galaxy Mall, Macau

Milan, 23 January 2018 - After the success of "Prada Silver Line", Prada introduces 'Prada Spirit', a new retail project which premiered at the Galaxy Mall in Macau starting January 20 and lasting for about a month. On the occasion of the Chinese New Year, it will be presented at other major cities, such as Beijing, Shanghai, Hong Kong, Taipei, Singapore, Seoul, Vancouver and Costa Mesa.

'Prada Spirit' represents a new step forward in the exploration of alternative shopping experiences, whereby an exclusive product is offered in a unique concept location, and where the customer has the opportunity to share and socialise in a relaxed and luxurious atmosphere.

The idea of 'Prada Spirit' consists in the suggestion of a prestigious and typically Italian traditional café, which in this case displays exclusive leather accessories.

The comfortable lounges, furnished with sofas upholstered in red velvet and small tables set up for consultation of the "products menu", welcome visitors into this original space. The imposing central counter, lined throughout the perimeter with a transparent showcase for the display and service of products, is furnished with tall stools.

The project is rounded off with the backdrop of the bar, covered with a wall-chandelier consisting of a dense sequence of faceted perspex blades forming a decorative background for the presentation of the products.

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