

THE PRADA GROUP AND SKP XI'AN: THE NEW PRADA, MIU MIU AND CHURCH'S STORES AND PRADA SILVER LINE POP UP

Xi'an, 23 May 2018 — In May, the Prada Group inaugurates seven new stores with the opening of the prestigious SKP mall in Xi'an, China: three for the Prada brand, two for Miu Miu and two for Church's, strengthening its presence in Xi'an, a rapidly expanding locality, and reinforcing the partnership with SKP, one of the luxury retail leader in China.

The Prada spaces are dedicated to the women's and men's collections, and women's shoes. The first two, located on the ground floor, respectively cover a total area of 360 and 200 square metres, while the third one on the fourth floor has a total area of about 140 square metres. The hallmark codes of the Prada brand characterise the mood of the interiors: green marble portals, chequered black and white marble floor, special re-editions of 1950s Italian design furniture, such as seats by Osvaldo Borsani.

Miu Miu opens two new stores: the first one, at the ground floor space, is dedicated to the clothing, accessories, bags and shoes collections and it covers 190 square metres; the second one, at the fifth floor, is reserved to shoes collections and it covers 100 square metres. The light-blue damask fabric, an iconic element of the brand, defines the spaces. Display counters of fabric and crystal, fine marble tables and velvet sofas define the furnishings of the women's shop; blue marble display counters, small carpeted tables and round sofas in light-blue velvet complete the furnishings of the space dedicated to women's shoes.

The two Church's spaces host the men's and women's footwear collections. The men's boutique is located on the second floor and covers a total area of about 69 square metres, while the women's boutique, on the fifth floor, covers a total area of about 40 square metres.

On the occasion of the mall opening, starting from May 28th, Prada presents 'Prada Silver Line' pop up, an itinerant imaginary railway station, offering customers the chance to acquire exclusive products - which are chosen for each leg of the journey - and presented inside an original installation.

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