

PRADA OPENS IN BRUSSELS

Brussels, 26 October 2017 – Prada opens its first store in Belgium on high-end Boulevard de Waterloo, one of the main shopping streets of Brussels.

The store, covering a total surface area of some 400 square metres, offers the ready-to-wear, leather goods, accessories and footwear collections for women and men.

Framed with narrow bands of black granite, the massive store windows reveal the atmosphere of the luxurious interior where the Prada brand's classic codes mix with references to the history of Italian design to create a unique, sophisticated image. The iconic chequered flooring in black and white marble, the walls lined with panels of green cloth and the chairs designed by Osvaldo Borsani – produced exclusively for Prada and upholstered in green velvet – define the store concept.

New and contemporary elements complete the store design, including marble display units; narrow, green ceiling beams; geometric-patterned rugs in various hues; and green Alpi marble doorways.

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