

PRADA OPENS IN ST. BARTS

Milan, November 18th 2016 – To consolidate its presence in Central-American markets, Prada opens its first store on the promenade of Saint Barthélemy, a prestigious location of the Caribbean.

The store, with a total surface area of 200 square metres on a single level, houses the women's and men's ready-to-wear, accessories and footwear collections, together with a selection of special products.

In this iconic location, Prada presents an original design with an exotic vibe to create a unique, contemporary shopping experience. The store concept – inspired by the architecture of 1950s South American mansions – exhibits an exotic reinterpretation of Prada's classic heritage elements. The checkered marble floor teamed with natural materials such as wood, within a bright atmosphere, creates an elegant yet relaxed setting. The original white-and-yellow striped entrance ceiling is a modern take on a characteristic coffered ceiling. The entire space is flooded with natural light which filters through the large windows and the wooden brise soleils.

Rooms with original, creative vintage-fabric wall coverings, which were inspired by iconic prints from the Prada collections and reinterpreted in an architectural context, house the special products in a brightly colored versatile setting. The collections are displayed on shelves made of natural wood or printed with graphic motifs. To complete the furnishings, rare design pieces, such as tubular-framed wicker armchairs from the Fifties, original seating by Giò Ponti and rattan armchairs designed by Franco Albini, create intimate spaces for relaxing moments of leisure.

The new store exudes a sophisticated atmosphere which gives the feeling of a relaxing, luxury holiday in a unique, original place.

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