

**Prada and Galeries Lafayette Haussmann Paris  
Special window displays and two exclusive pop-ups  
from July 31<sup>st</sup> to August 20<sup>th</sup> 2017**

Milan, July 31<sup>st</sup>, 2017 – Prada presents special window displays and two pop-ups, featuring women's bags and accessories and a selection of men's accessories and ready-to-wear collections, respectively, from July 31<sup>st</sup> to August 20<sup>th</sup> in Galeries Lafayette, Paris's iconic department store.

In addition to the eleven large and prestigious windows on boulevard Haussmann, Prada also occupies the four windows at the menswear entrance plus a window on rue de Mogador devoted to perfumes. The Prada "takeover" is completed by two pop-ups on the ground floor in the two main entrances to Galeries Lafayette plus the branding of the skybridge linking the two buildings, decorated with a special giant version of the Prada's iconic Trick Robots, available by special order.

The windows project consists in a maxi billposting: a sequence of posters highlighting Prada's view of woman's role in contemporary society completely covers the window spaces and the building's façade. Closely linked with Prada's 2017 Autumn/Winter runway show and its setting, indoor and outdoor boundaries overlap and influence one another. The window dressing assumes a domestic vibe through the use of wood panelling which divides the spaces into two clearly distinctive sectors highlighted by the use of strong, contrasting colours. On one side is the product with a 'private' attitude; on the other, posters which 'publicly' communicate the brand content.

The pop-ups, too, have this contrast. On one hand, the woman's pop-up presents a 'private' setting, a round, shell-like video wall, a kind of lantern which draws attention to while cordoning off the snug, intimate retail space decorated in iconic pastel green. On the other, the men's pop-up is completely visible through a grille structure that delimits the space to offer a 'public' setting in which the black-and-white chequered flooring is the only distinctive element.

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