

A MODULAR DESIGN FOR PRADA

The 'Graphic Rooms'

Milan, February 17th, 2017 – On the occasion of London, Milan and Paris fashion weeks, Prada presents the 'Graphic Rooms', an evolution of the 'modular design' project which was inaugurated last December in the Harrods and Monte-Carlo stores. This is a system of continuously updated interchangeable elements placed in the shop when introducing new products.

The Prada stores in London Old Bond Street, Milan Monte Napoleone and Paris Avenue Montaigne offer unique and original settings, inspired this time by the theme of traditional Chinese screens.

A painting, taken from an original Chinese screen from the 18th century, has been reinterpreted in a contemporary way and with colour schemes representative of the brand: black and white with touches of green for the background landscape; floral designs highlighted by the use of white and turquoise with a *stencil* technique. The graphic motif is then completed by a contrasting abstract theme: a group of clouds in shades of pink and smoke 'contaminate' the traditional landscape until they reach the ceiling, transforming it into a starry sky.

A new atmosphere which envelopes the customer in an intimate and feminine space.

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