

IN-STORE

Prada turns SoHo boutique into immersive runway recap

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PradaVision installation; photo by Kevin Tachman

By STAFF REPORTS

Italian fashion house Prada is temporarily turning its Broadway Epicenter in New York into an artistic exploration of its collections.

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PradaVision displays a number of looks from the fall/winter 2016 collections surrounded by visuals that provide more context, including video screens playing runway show footage. In today's retail environment, the store has become more than a place of commerce, requiring brands to tell their stories in inventive ways with elements of theater to draw clientele to their boutiques.

Ahead of schedule

For PradaVision, the zebra wood steps or "bleachers" in the space have been covered in 50 video monitors. These play video content captured by Willy Vanderperre, AMO and 2x4 that depicts the fashion shows, backstage atmosphere and other runway collection happenings.

The current wallpaper in the Epicenter is based on drawings Christophe Chemin created for Prada's fall/winter collections.



Photo by Kevin Tachman

Both men's and women's wear is on display, and a number of items are available for pre-order during the length of

the pop-up. The SoHo store location will be open from 10 a.m. to 7 p.m. through May 8.

According to [WWD](#), Prada typically hosts biannual pre-order events at its Madison Avenue boutique uptown. These enable the brand to give access to top clients ahead of the collection's official arrival in stores months later.

Prada previously shortened the wait time for customers with handbags available to purchase straight off the runway in February. Also part of the fall/winter collection, the handbags could be purchased from select Prada boutiques almost immediately following the show.

The debate surrounding the role of the fashion show today is escalating, as more designers opt to shake up the runway format.

A rise in digital integration at fashion shows means that the audience at home and within the venue consumes and creates media instantaneously, but typically that feeling of instant gratification ends there, as consumers then wait months for the collection to become available for purchase. In a world where shopping is often just a click away, this delayed path from runway to retail can feel dated, prompting a number of brands to attempt to fix the format ([see story](#)).

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