

Prada readies resort city boutiques ahead of summer holidaymakers

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Prada's Porto Cervo women's wear summer boutique

By STAFF REPORTS

Italian fashion house Prada has launched a new store image concept, selecting Porto Cervo, Sardinia, Italy as a testing ground.

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Porto Cervo is a popular summer destination among the world's affluent on the Costa Smeralda of Sardinia. In the summer months, the seaside city hosts a number of luxury brand initiatives and pop-ups, with efforts by automaker Rolls-Royce and London department store Harrods counted in the mix, to build awareness in a relaxing, sunny atmosphere ([see story](#)).

Summer getaways

Prada's Porto Cervo design evokes a holiday vibe and features an original decor concept to create an exclusive, contemporary shopping experience for discerning visitors.

The shops are located on La Passeggiata with one boutique for women's wear and another for menswear. Both locations will sell ready-to-wear collections, accessories and footwear.



Prada's Porto Cervo women's wear boutique

Prada's shops will also offer holidaymakers a special edit of products that meld with the setting of the stores.

Designed to evoke a bazaar the shops include Prada's black-and-white checkered floor, a brand identifier, and green cloth-covered walls and teak wood. Furniture was designed for the stores by Franco Albini to amplify the "relaxing moments of leisure" atmosphere Prada has created.



Prada's Porto Cervo men's store

Elsewhere in Italy, Prada has reopened its summer boutiques in Forte dei Marmi, Tuscany for men's and women's apparel and accessories. Prada renovated the store concept for the summer 2017 season.

Prada also has opened a summer boutique on the island of Capri off Italy's coast. This shop will sell fashion for men and women.

Late last year in November, Prada opened its first boutique on the Caribbean island of St. Barts.