

APPAREL AND ACCESSORIES

## Prada juxtaposes public and private in Galeries Lafayette pop-up

July 31, 2017



Window display for Prada's Galeries Lafayette takeover. Image credit: Prada

By STAFF REPORTS

Italian fashion house Prada is popping up at Galeries Lafayette with a takeover that plays off the juxtaposition of interior and exterior.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Through window displays and in-store shops, the brand is gaining attention for its autumn/winter 2017 collections for men and women. Extensive pop-up experiences allow brands to benefit from foot traffic beyond their existing audience while also enabling experimentation and conceptual designs in retail displays.

### Temporary takeover

Prada's window displays feature a series of branded posters both inside and outside the panes, accompanied by fashions and accessories from the label. These posters depict both surreal and vintage-inspired scenes, exploring women's roles in modern society.

The takeover includes both the 11 windows on Boulevard Haussmann and the four windows around the men's entrance.

Inside the two main entrances, the brand has set up two pop-up stores, which bring to life the brand's "Continuous Interior" idea, where the inside and outside blend together.

For women, the brand is retailing handbags and accessories in a private space, while menswear and accessories are housed in a setting that is more open.



*Prada men's pop-up at Galeries Lafayette. Image credit: Prada*

The private and public concept mirrors the difference between merchandise and posters. Whereas buying a Prada product is a silent and individual way of expressing the brand, the posters are more overt.

Prada has also decorated the skybridge between Galeries Lafayette's buildings, setting up giant versions of its Trick Robots.



*Prada's robots at Galeries Lafayette. Image credit: Prada*

Prada's takeover kicked off July 31, and the displays will be up until Aug. 20.

The label has previously turned to retail to extend the impact of its runway shows. Last spring, Prada temporarily turned its Broadway Epicenter in New York into an artistic exploration of its collections.

PradaVision displayed a number of looks from the fall/winter 2016 collections surrounded by visuals that provided 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 ([see story](#)).