

APPAREL AND ACCESSORIES

Prada establishes center for cultural activities in Shanghai

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Prada Rong Zhai. Image credit: Prada

By STAFF REPORTS

Italian fashion house Prada is paying homage to Chinese architectural heritage with the restoration of a 20th century mansion.

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Named Prada Rong Zhai, this new Shanghai center for the brand will officially open with a live-streamed fashion show on Oct. 12. While Prada's activities may center on fashion, the label also pursues architectural preservation and innovation, with this project focused on the former.

Architectural aesthetic

Rong Zhai is a western-style garden villa that was originally built in 1910. In 1918, the property underwent an expansion and became owned by the family of Yung Tsoong-King, a businessman and philanthropist nicknamed the Flour King of China.

Prada gathered both Chinese and Italian architects and craftsmen to restore the mansion, creating a project that spanned East and West.

Following the presentation of its 2018 resort collection on Oct. 12, Prada Rong Zhai will be accessible to the public for about a month from Oct. 17.



Exterior of Prada Rong Zhai. Image credit: Prada

Fashion labels often put their weight behind maintaining architectural heritage, restoring and repurposing buildings for branded uses.

For instance, Italian menswear label Isaia is bringing its tailoring to San Francisco with the opening of its third U.S. boutique.

The store, located at 140 Maiden Lane in the California city, is housed in a building designed by renowned architect Frank Lloyd Wright. Embracing the structure's design heritage, the retail design focused more on preservation than modification making apparel and architecture cohabitants in the space ([see story](#)).

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