

APPAREL AND ACCESSORIES

## Moda Operandi, Prada pair for exclusive footwear capsule

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*Prada x Moda Operandi incorporates fabric from spring/summer 2018. Image credit: Moda Operandi*

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By STAFF REPORTS

Online retailer Moda Operandi has collaborated with Italy's Prada on a 20-piece edit of kitten heels and flats.

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The sling-back Prada styles were developed in partnership with the brand, including the use of brocade fabric seen in its spring/summer 2018 ready-to-wear collection, and will be exclusive to Moda Operandi. Launching Dec. 15, the footwear capsule marks the first time Moda Operandi has partnered with Prada.

### Well-heeled partnership

Moda Operandi was the first online retailer to provide consumers access to full collections straight from the runway, way before see-now, buy-now had become commonplace.

Now, Moda Operandi is taking its concept a step further by incorporating runway elements in an exclusive capsule collection.

Moda Operandi has teamed with Italian fashion house Prada to develop a 20-piece line of sling-back kitten heels and flats.

The majority of shoes in the capsule include 55 mm heels, which are decorated with a removable silk ribbon tied at the arch of the foot. Others in the all sling-back collection are designed as moccasins, flats or accented with a small bow near the toe.

In addition to the brocade, options include exotic skins and patent leather in colors ranging from naturals such as brown and black to pastel blue, yellow and pink. Prices for the collection begin at \$940.



*Prada x Moda Operandi's \$2,200 crocodile leather sling-back kitten heels. Image credit: Moda Operandi*

The capsule is exclusive to Moda Operandi and will be available for pre-order Dec. 15.

"We are thrilled to bring Prada to our customers through this exclusive shoe capsule collection focused on Prada's iconic kitten heel," said Deborah Nicodemus, CEO of Moda Operandi, in a statement.

"Prada holds a unique place in the world of women's footwear, and we were delighted to collaborate with them on this collection," she said. "Launching this is a milestone for Moda Operandi, and we look forward to our continued partnership with the brand."

Earlier this month Moda Operandi completed \$165 million in growth capital.

Through this funding, Moda Operandi plans to support its efforts to advance its mobile technology and capabilities in customization and personalization. The funds will also go towards marketing, customer acquisition and launching new brand partnerships ([see story](#)).