

APPAREL AND ACCESSORIES

Prada celebrates the journey in Macau pop-up

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Prada Station pop-up at the Promenade Shops, Macau Galaxy. Image credit: Galaxy Macau

By STAFF REPORTS

Italian fashion house Prada is stationing itself at the Promenade Shops, Galaxy Macau for the holidays.

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From Dec. 15 until Jan. 14, a Prada Station pop-up takes reference from the world of travel, retailing merchandise designed for different parts of a journey. This is the first of a series of train-themed pop-ups from Prada planned for 2018.

Next stop Macau

Located in the Promenade Shops' Pearl Lobby, Prada's pop-up features a metal exterior that resembles an American Streamliner from the 1930s or 50s. Keeping a touch of Prada's retail branding, the pop-up features a white and black checked floor.

In contrast to the metal exterior, the pop-up's interior walls are lined in a red floral print silk.

The pop-up also takes on the feel of travel, with life-size Christmas versions of Prada robots taking on the role of porters in a display and a ticket kiosk that houses a concierge.

For the pop-up, Prada made three exclusive styles of its Cahier handbag in exotic leathers, some of which are embellished with crystals.



Prada pop-up in Galaxy Macau. Image credit: Galaxy Macau

Prada typically picks immersive concepts for its pop-ups.

The brand popped up at Galeries Lafayette with a takeover that played off the juxtaposition of interior and exterior.

Through window displays and in-store shops, the brand gained 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 ([see story](#)).

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