

APPAREL AND ACCESSORIES

Prada expands Middle Eastern presence with new Dubai flagship

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Prada's new flagship is its most important Middle Eastern location. Image credit: Prada

By STAFF REPORTS

Italian fashion house Prada is hosting the grand opening of its latest flagship location in Dubai at a time when Western luxury brands are expanding their presences into Asia and the Middle East.

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The new flagship store is located in The Dubai Mall on Fashion Avenue. The three-story store will be one of the most important, central locations in the Middle East for Prada as the brand seeks to establish itself more assertively in the region.

Italian design

The Middle East is an increasingly important region for the Western luxury world.

Brands across luxury sectors have embraced both the Middle East, in countries such as Qatar and the United Arab Emirates, as well as Asia, with China being one of the most important new markets for luxury brands.

Prada understands the importance of these new markets and has invested heavily in its new Dubai flagship location.

The external faade of the building pays tribute to French-Venezuelan artist Carlos Cruz-Diez featuring an interlocking series of gold and silver blades along with wooden slates framing the main window at the front of the store.

Prada is also bringing some classic Italian design to its Dubai store. The interior is decorated with furniture designed by some iconic Italian furniture designers from the 1950s.



The store's ground floor. Image credit: Prada

The interior of the store is divided into three levels. The bottom will be women's wear, the top will hold menswear and leather goods while the middle floor will be where special collections are housed.

Dubai has increasingly become a haven for the ultra-affluent from around the globe. Dubai hotel company PCFC Hotels has invested \$100 million into turning legendary British cruise ship The Queen Elizabeth 2 into a floating hotel.

After nearly a decade of sitting in a dock in Dubai out of service, the cruise ship is finally opening to the public as PCFC Hotels has converted it into a permanent fixture. The QE2, as the liner is commonly called, had a long history as a cruise ship and now begins new life as a hotel ([see story](#)).