

APPAREL AND ACCESSORIES

## Prada expands Chinese footprint with SKP Xi'an openings

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Prada women's boutique within SKP Xi'an. Image courtesy of Prada

By STAFF REPORTS

Italian fashion group Prada is strengthening its retail presence in China with the opening of seven stores in Xi'an.

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Within the SKP Mall in Xi'an, the group is opening three Prada stores, two Miu Miu boutiques and two stores for its Church's brand. Xi'an is an expanding city, with its luxury shopping scene including boutiques for brands including Chanel, Gucci and Dior.

### SKP shops

Department store SKP Mall is looking to replicate its successful model in Beijing with its new location in Xi'an, which just opened. Designed by London architecture firm Sybarite, SKP Xi'an is a massive structure that stands 19 stories tall, according to Jing Daily.



SKP Xi'an rendering. Image credit: Sybarite

This month, Prada is opening spaces for its menswear, women's wear and women's footwear. The apparel boutiques are situated in SKP's ground floor, while the shoes boutique is housed on the fourth floor.

These stores are representative of Prada's codes, with architectural details such as green marble, black-and-white checkered floors and mid-century Italian furniture.

Miu Miu is also setting up shop on SKP's ground level with a store for its apparel, accessories, handbags and shoes. The second Miu Miu store in SKP is a footwear focused boutique situated on the fifth floor.



*Miu Miu store at SKP Xi'an. Image courtesy of Prada*

Both spaces feature elements such as blue damask fabric and velvet sofas.

Church's, meanwhile, will retail men's and women's footwear on the second and fifth floors, respectively.

Marking the openings, Prada is bringing its Silver Line pop-up in SKP. This ephemeral installation is inspired by train travel and offers shoppers products that serve purposes for different parts of the journey.

Located in China's interior, Xi'an served as the center for the country's Zhou, Qin, Han and Tang dynasties. Xi'an was also the easternmost point of the Silk Road.

Prada has also been growing its retail presence in China digitally.

Late last year, Prada launched a new ecommerce platform in China to better serve consumers based in the market.

Prada has designed a highly customized and localized ecommerce platform for ecommerce in China. Localization is a key element to brokering interest among consumers in emerging markets where language, culture and expectation can vary greatly from a brand's home country approach ([see story](#)).