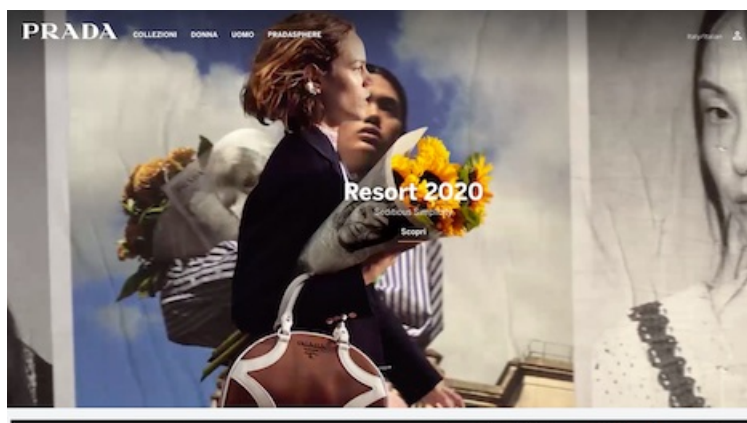


RETAIL

## Prada.com relaunches in Europe as Time Capsule feature prepares for rollout

November 18, 2019



*New site smell: Prada.com gets a makeover. Image credit: Prada*

By STAFF REPORTS

Italian fashion label Prada has dusted off a new look for its ecommerce and content engine at Prada.com as it seeks to refresh its look-and-feel with more vibrancy to shoppers and customers.

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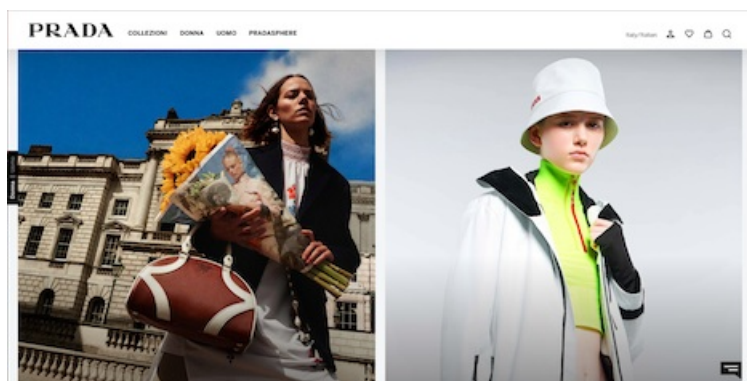
The new site layout first rolls out in Europe, followed by a similar flip next year in other markets including the United States. Navigation is highly interactive on the site.

This initiative is timed with the launch next month of the Prada Time Capsule, a limited-edition offering for customers that lasts only 24 hours a la flash sales mode.

Image makeover

Prada.com's makeover had to meet five mandates: synergy, dynamism, flexibility, responsiveness and omnichannel features.

In addition, the new design had to offer an ideal mix of editorial content with ecommerce in a simple and mobile-friendly design.

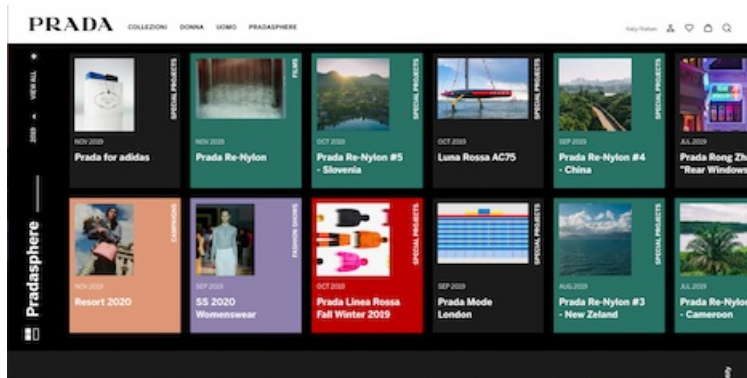


*It's got the look: Prada.com's new face. Image credit: Prada*

Video plays a key role.

Prada.com will run surprise mini-videos that play during navigation, personalized content and paths that vary due to a modular framework based on shoppers' needs.

A key attraction is the **Pradasphere** section. Refreshed images move dynamically between past, present and future, whisking site visitors through fashion shows, special projects, campaigns, films, events and locations of the Prada universe via two original browsing modes and the possibility to apply filters by category and year.



*Pradasphere: All things Prada. Image credit: Prada*

THAT SAID, Prada is betting big on its new Time Capsule service.

The service will offer an exclusive product for men and women to be sold in a limited edition only on prada.com for a 24-hour period, the company said.

The Prada Time Capsule will be updated once a month with a new item that can also be selected from the objects in the brand's archive.