

APPAREL AND ACCESSORIES

## Prada celebrates emotive natural settings with pop-up shops

June 11, 2021



*For the Coast space, consumers can feel the relaxation inherent in a beach trip while browsing wooden jewelry. Image credit: Prada*

By LUXURY DAILY NEWS SERVICE

Italian fashion label Prada is celebrating the disparate feelings elicited by nature with a new series of pop-up shops.

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#PradaOutdoor is a series of spaces, pop-up shops and in-store installations, dedicated to the emotions inherent in its different settings including Garden, Coast and Mountain. All of the spaces centering nature also feature a selection of original products reflective of that particular environment.

#PradaOutdoor

For its Garden space, Prada decorated a spacious lawn with bushes and flowers, featuring a lounge tent for cups of tea or private conversations, a solarium and a shaded picnic area. Inspired by a day spent in a private garden, the label's ready-to-wear selection of flowing silk twill garments and new pattern mixes is presented alongside the picnic accessories, channeling an outdoorsy feel.

For Coast, Prada has decorated a fun-filled beach with sand dunes and ocean-blue tents which invites consumers to relax in the sun. Among the beach huts and surfboards that complete the space, Re-Nylon beachwear and striped poplin designs meet '50s inspired ready-to-wear and accessories with drill, straw and wicker bags and wooden jewelry.

#Prada presents #PradaOutdoor pop-up shops and in-store installations, a series of spaces dedicated to the emotions conveyed by different settings Garden, Coast, and Mountain containing a selection of products recalling each particular environment. <https://t.co/EiGIR30VEw> [pic.twitter.com/e9EyZEzO2F](https://pic.twitter.com/e9EyZEzO2F)

PRADA (@Prada) June 9, 2021

Mountain is the next stop for consumers, a spacious trekking camp surrounded by an expanse of green, inviting

visitors to relax and ponder new adventures. An exclusive collection for men and women featuring cotton garments reminiscent of technical clothing and uniforms, ultra-functional Re-Nylon designs, camouflage prints and more, is displayed against the backdrop of the environment.

This is the fashion label's latest in-person push, as Prada continues to expand its omnichannel offerings.

Last month, Snap Inc. launched new AR features and effects for Snapchat users including scan at the forefront of the Snapchat home screen, camera shortcuts, lens studio and AR try-on. Farfetch and Prada were some of the first brands to tap into the new AR try-on capabilities ([see story](#)).

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