

APPAREL AND ACCESSORIES

## 'Prada Reporter' pop-up arrives at Selfridges

October 6, 2023



*Paired with an exclusive ready-to-wear collection, the photography exhibition debuted at The Corner Shop on Oct. 2. Image credit: Selfridges*

By LUXURY DAILY NEWS SERVICE

Italian fashion brand **Prada** is embarking on an anthropological journey with an esteemed art partner.

In partnership with Magnum Photos, the brand presents "Prada Reporter" the photography exhibition, paired with an exclusive ready-to-wear collection, debuted at The Corner Shop, a permanent pop-up space from British department store Selfridges, this month. Open now through Nov. 11, 2023, the theme "Witness to Nature" guides the artistic exercise and shopping series, celebrating nature and humankind through four key themes as Prada continues to prioritize cultural programming.

Image installation

For Prada Reporter, more than 150 images from eight acclaimed photographers were selected by Magnum Photos, an international collective owned by its photographer members.

The experts explore the multifaceted relationship between humans and the planet, a subject Prada has seldom shied away from ([see story](#)).

More global pop-ups in China, Japan, Hong Kong, Korea and Singapore will follow the London stop as Prada Reporter runs through the end of the year.

**#Prada** presents Prada Reporter, in collaboration with Magnum Photos.

The exhibition which investigates the relationship between humanity and nature, opens at the new Prada pop-up store in The Selfridges Corner Shop in London. [#magnumphotos](https://t.co/AUUdePCKC2) [pic.twitter.com/919QnniLV3](https://pic.twitter.com/919QnniLV3)

PRADA (@Prada) [October 6, 2023](#)

Four themes "Community & Seclusion," "Costumes & Cultures," "Nature & Metropolis" and "Eternal & Ephemeral" dominate the in-store setup.

The array reflects the legacy of photographers Henri Cartier-Bresson, Robert Capa, George Rodger and David Seymour, who founded Magnum in 1947 as an organization to uphold creative storytelling and artistic reporting.

Accompanying frames of Chinese mountain landscapes juxtaposed against New York City's skylines is a new Prada collection, which offers the luxury label's "contemporary take on the iconic roaming photographer's outfit," sitting aside photo-themed store fixtures.



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Featuring durable fabrics, camouflage, khaki, baggy silhouettes and a plethora of pockets, the lineup marries fashion and functionality, created in the image of the same on-the-ground correspondents whose work graces the Prada Reporter salesfloor.

Crafted from cotton and Re-Nylon, a material made from recycled plastic sourced from fishing nets and textile waste, the capsule carries a note of sustainability.

Ushering in this modern extension of their goals, The Corner Shop invited guests to the pop-up's opening on Oct. 5 and Oct. 6 for alcohol-free cocktails and shopping.

On Oct. 12 for Frieze Week, Magnum photographer Cristina De Middel will visit the location from 2 p.m. to 3 p.m. to sign posters and speak about her works, currently on display.

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