

RETAIL

# Saks prelaunches seasonal styles from Prada

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Shoppers can find the new selection in the U.S. at the department store's Manhattan retail location and on Saks.com. Image courtesy of Saks

By LUXURY DAILY NEWS SERVICE

Italian fashion brand Prada's May Issue 2024 collection, available exclusively at U.S. retailer Saks, launches today.

The line includes ready-to-wear, shoes, accessories and handbags. To celebrate, Prada is taking over the famed Saks New York flagship windows through May 1, 2024, and will host a private floral arrangement workshop, alongside other in-store installations.

## Spring fling

Saks is stocking the line ahead of other wholesale partners. Shoppers can find the new selection in the U.S. at its Manhattan retail location and on Saks.com.

On display throughout the store, the collection is spread across wooden tables and wicker seating setups contrasting bright yellow Prada logos and light backdrops.

In a nod to the floral motifs that adorn the May Issue items, Saks says visitors will also spot vibrant flower meadows throughout immersive interior spaces.



Lush scenes flood the building's windows as Saks welcomes the Prada collection. Image courtesy of Saks

The Italian maison's array deals with heritage while drawing from the company's modern identity and evolution. Timeless wool cardigans, purses splashed with blossoms and printed midi skirts are just a few of the products on offer.

Digital content will be broadcast across the retailer's website and social media channels, illuminating the collection for global audiences.

For VIP clients, Saks and Prada are hosting an invite-only floral arrangement session at its flagship in New York, led by Kelsie Hayes, founder of Popup Florist.

On the West Coast, Saks has stayed busy managing exclusive events with an American luxury brand, releasing a capsule inspired by California with U.S. fashion label Thom Browne.

Similar to its latest engagement, the department store's Beverly Hills location held a launch event and now houses installations to welcome the arrival of plaid, preppy wear ([see story](#)).

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