

Planet Prada

The Prada Natural pop-up is on until Sept. 20 with a selection of men's and women's ready-to-wear and accessories displayed on light wooden modules that are lit up by neon lights and Prada logos.

In the middle of the Corner Shop, each station has been filled with a designated product: sunglasses, keychains, water bottles, bucket hats and the new Prada Explore

bag in shades of gray, black, brown and maroon.

Prada is also pushing its Re-Nylon with a curated selection of raincoats, windbreakers, quilted padded jackets, blouses, flared skirts, and drawstring trousers that draw from the brand's utilitarian designs.

At Selfridges, Prada already has three concessions, an accessories space on the

ground floor with a men's and women's space on the first and second floor.

As reported, the Prada Group is weathering the current challenges, reporting rising sales and steady profitability in the first half ended June 30. Revenues rose 8 percent to 2.74 billion euros compared with 2.55 billion euros in the same period last year. Group net profit amounted to 386

million euros compared with 383 million euros in the same period last year.

In August, the group revealed it had promoted Christopher Bugg to chief communication officer, a new role at the company, and a new development as it gears up to complete the Versace acquisition. — H.M. ■



Prada Natural pop-up at the Selfridges Corner Shop.

