

PRADA CAFFÈ

**Prada announces the opening of Prada Caffè
at Harrods in London.
31 March 2023–7 January 2024**

31 March, London – Prada is to open Prada Caffè at Harrods in London, a space designed to add a new dimension to the brand and offer customers a unique and engaging experience. The environment revisits Prada’s visual hallmarks, with every choice – from the decor and menu to the tableware and atmosphere – reflecting the brand’s language, approach and distinctive way of viewing the world.

Inside, the walls, ceilings and velvet-upholstered sofas and armchairs are delicately coloured with the brand’s iconic green. The floors reproduce the black-and-white chequered floor of the historic Prada boutique on Galleria Vittorio Emanuele II in Milan, while the floral bas-reliefs on the walls evoke some of Prada’s flagship stores across the world.

The tableware is original and exclusive, selected by Prada to match the surroundings and ranging from pale-blue Japanese porcelain with a contrasting double black line, inspired by ancient Celadon pottery – tea and coffee cups with lids, teapots, plates and trays – to blown-glass crystal glassware, including the Triangle series with its quintessentially Prada triangular pattern.

The range of food and drink on offer covers the entire day, from breakfast to evening cocktails, and provides a subtle, modern take on Italian tradition, with sandwiches and risotto sitting alongside buffalo mozzarella and salmon and crab dishes and spritz - and negroni-based aperitifs complementing the list of signature cocktails. The wine list spans the whole of Italy, with bottles from Sicily to Piedmont.

Pastries play a central role, displayed both on the spectacular central counter and the wall behind: the selection of fine patisserie products pairs expert craftsmanship with modern techniques and classic ingredients with more contemporary flavours and aromas.

Prada Caffè will be open from 31 March 2023 to 7 January 2024, from 9 AM to 9 PM Monday to Saturday and from 12 PM to 6 PM on Sunday, with an entrance on Hans Road. It will soon be joined by an outdoor stall, which will offer Londoners a delicious range of ice creams.