

Prada shuts up shop in South Africa

The first and only Prada store in South Africa, located along Sandton City Shopping Centre's Diamond Walk, has been closed for good, the luxury brand announced last week.



Opened in 2015, the flagship was the only Prada store in the country, and one of only a handful on the African continent.

The store was designed by renowned architect Roberto Baciocchi and covered over an area of 800 square metres. It housed women's and men's ready-to-wear, leather goods and footwear collections, and incorporated upscaled booths displaying accessories.



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Xiaofeng Wang 17 Mar 2020



In a brief letter to the SA Prada community, the Italian luxury label owned by the Prada Group stated, "We are writing to inform you that the Prada store at Johannesburg Sandton Mall is now permanently closed." It directed customers to the Prada website and social media channels for "inspiration" and welcomed them to Prada stores around the world.

“ PRADA in Sandton City, Johannesburg is now permanently closed. [#Covid_19SA](#) [#Covid_19](#) [pic.twitter.com/jel5t1WRd](#)— Asanda Sizani (@AsandaSizani) [May 1, 2020](#) ”

The Prada Group also owns the Burberry brand, which operates a handful of stores located in Johannesburg and Cape Town.