

## Prada (Serrano)

The articles offered here are much more than just another option among the select club of leading fashion firms: Prada leads fashion every season and is sought after and admired by a legion of followers from all corners of the globe.

Since becoming manager of an old family leather business, Miuccia Prada has built an authentic empire of design, present across the planet, with hundreds of stores. All of them, including the two stores in Madrid, on Serrano and Goya, transmit his love of restrained luxury, with the classic, simple, yet sophisticated lines and pure forms that reign supreme in every collection by this haute-couture heavyweight.

Although fetish garments do not form part of its range, Prada's success erupted in the late eighties, as the result of a small, black, nylon backpack. Since then, its handbags and accessories in general, including shoes, watches and jewellery, have achieved great success.



## Interest data

### Address

Calle Serrano, 26 28001

### Telephone

(+34) 91 436 20 88

### Web

<http://www.prada.com>

### Bus

1, 9, 19, 21, 51, 53, 74

### Type

Moda

### Tourist area

Barrio de Salamanca

### Fax

(+34) 91 431 98 70

### Metro

Colón (L4), Serrano (L4)

### Cercanías (Local train)

Madrid-Recoletos

### Opening times

Mon - Sat 10:00 - 20:30 h. ; 1º Sun month 11:00 - 20:00 h.

Official tourism website

