



ITALIA
expo shanghai 2010
上海世博会意大利馆

Prada will be a partner of the Italian pavilion for the Shanghai Expo 2010

The welcome staff in the Italian Pavilion at the Shanghai Expo 2010 will be wearing uniforms especially designed by Prada.

The uniforms have been created using faille and poplin stretch fabrics and combine bright colors - such as fuchsia, white, and steel gray - to convey a highly recognizable, modern and elegant look.

Both the men's and women's uniforms express Prada's characteristic innovative approach.

The women's footwear consists of nylon and saffiano leather sneakers, while the men's will be made of nylon and nappa leather. Both will be white and grey, with the women's style also featuring silver details.

Staff will carry the Prada's unisex briefcase shoulder bags known as "piattine", a classical style made of iron-grey "vela" fabric.

The Commissioner General of Italy for the Shanghai World Expo 2010, **Mr. Beniamino Quintieri**, declared: "We are very proud to have a brand as illustrious as Prada as one of our partners. Prada is truly one of the foremost and valued representatives of the 'Made in Italy' establishment."

**Commission of Italy World
Expo 2010 Shanghai**

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