

# NORDSTROM

## Prada Beauty Partners with Nordstrom for the Biggest Beauty Brand Takeover at the Retailer's NYC Flagship

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**NEW YORK, February 8, 2024** – Nordstrom celebrates the US launch of Prada Beauty with the largest beauty brand store takeover at the NYC Flagship. Customers can now shop the new and exclusive-to-Nordstrom Prada Beauty skincare collection in-store, including Augmented Skin Cream, Serum, Cleanser, and Essence, as well as a selection of Prada Beauty makeup products, including Reveal Skin Optimizing Foundation, Monochrome Hyper Matte and Soft Matte Lipstick, Dimensions Eyeshadow Palettes, and Lip Balm at select Nordstrom locations and [Nordstrom.com](#).

On Thursday February 8th, Nordstrom will host a dedicated pop-up at the NYC Flagship, where customers can enjoy customization through "Print it in Prada," assess their complexion needs with Prada Skin Decoder™, exclusive Prada Beauty events, including makeup masterclasses, and more. Additional Prada Beauty visual displays in store windows and product touchpoints on the Beauty Hall will be available for customers to experience the new Prada Skin and Color collection.

Prada Beauty Skin and Prada Beauty Color are available online at [Nordstrom.com](#) and at 10 select Nordstrom stores, including Nordstrom Bellevue Square (Bellevue, WA), Houston Galleria (Houston, TX), La Jolla at UTC (San Diego, CA), NorthPark Center (Dallas, TX), Shops at Merrick Park (Coral Gables, TX), Mall of America (Minneapolis, MN), Valley Fair (San Jose, CA), Michigan Avenue (Chicago, IL), and South Coast Plaza (Costa Mesa, CA).

*For images of the pop-up, please see [here](#).*

### ABOUT PRADA BEAUTY

Today, Prada rethinks beauty. Reimagining existing definitions and expectations, Prada proposes a free-thinking, avant-garde vision of beauty activated by tech and creativity. Skin and Color are redefined through their intention, characterization, and expression to open new perspectives and possibilities of self-reinvention that is timeless, yet always evolving.

Prada rethinks Skin through the lens of adaptation as the new performance. Built on the purpose of helping skin adapt as fast as the environment changes, the Skin range from cleanser to foundation provides instant and over-time care. The skin's ability to renew, regenerate, and reinforce itself is augmented with Prada's Adapto.gn Smart Technologyä, a multi-potent complex that helps skin adapt to its environment in real-time.

Prada Color rethinks self-reinvention as the new self-expression. An invitation to explore all the shades of you, the Color range covering eyes and lips offer maximal expression with minimal effort from versatile fashion-curated colors and smart textures. The lipsticks provide two perspectives on matte, inspired by the ubiquitous mattified lips seen on Prada runways since the brand's first Ready-to-Wear show in 1988. Drawing from the Prada fashion archive that holds 27,000 textiles and patterns, the eyeshadow palettes showcase an unexpected curation of pigments in dynamic finishes.

Across both categories, skin-conscious and potent formulas are encased in minimal yet sophisticated packaging that is unmistakably Prada. Developed with refillability as a key pillar from the start, the product design presents one Prada Beauty experience that brings together codes of luxury, functionality, and responsibility in its intention and execution.