



Clockwise from left:
Prada has opened a branch of its recently acquired Milanese pastry shop Marchesi in Mount Street, Mayfair; delicious dishes abound in *The Missoni Family Cook Book*, such as Gnocchi Verdi and Sweet Orange and Grapefruit Salad





On London Time: George Bamford

Modification maverick George Bamford's latest custom watch collaboration illustrates exactly why his strength lies in colouring outside the lines

The concept behind Bamford Watch Department's latest collaboration with jewellery designer Black Badger started around 50 years ago – before either company existed, and when custom wristwatches were as futuristic as a Flux Capacitor. In 1970s Michigan, Ford factories would spray car components with layer upon layer of primer, paints and topcoats, resulting in overspray building up on mounting equipment over the years. By happy accident it was discovered that by cutting into the resulting material, known as Fordite (or Motor City agate), psychedelic patterns revealed themselves, much like geological rock. Back to London in 2019, and the collaboration between Bamford and Black Badger has produced ten exclusive TAG Heuer Carrera Calibre 5 watches with 'Fordite' dials.



Why work with Black Badger?

My approach with these things is never 'Is this going to be good for business?' but 'I know we're going to make something amazing'. I met James Thompson [founder of Black Badger] about five years ago – I think what he does is so cool. I'm sure this will be the first project of a few. Do you know what kind of cars would have been sprayed in this way? We'd like to think it was a Ford

GT or a Mustang, but in reality it would take months to track down the individual models. Each layer acts as a snapshot in time – which makes it incredibly fitting for a watch.

Why so few watches?

The material is so delicate – if it flexes, it will break, so each one took a long time. It felt right to keep it to 10 based on how long it took the material to develop, and how long each one took to manufacture.



Two of the ten limited-edition BWD X Black Badger 'Fordite' Tag Heuer Carrera Calibre 5s



Why did you choose the TAG Heuer Carrera Calibre 5?

I love the Carrera – the simplicity of the case, the chamfered edges – and the window just worked so well.

What is your favourite way to spend time in London?

I love the world that exists in Hyde Park, from the sports to the ice cream vans. When you run

around the park you realise how beautiful the city is. I love going on a voyage of discovery around Borough Market and Dover Street. There's a new chocolate shop, **Marchesi 1824**, that just opened opposite The Connaught – I don't even eat sugar, but it's exquisite.



Marchesi 1824

How will the watch industry adapt to an ever-increasing demand for sustainable products?

A watch lasts for generations – it is the opposite of fast fashion. Many companies are working with recycled materials, the perishable components like straps will be improved. Customisation also takes something out of the trend cycle – the product becomes yours, which means you'll develop a better relationship with it and appreciate it for longer.



Tag Heuer Monaco by Bamford

What are your favourite menswear haunts in London?

I have a bit of a sneaker collection and I predominantly wear trainers, but George Cleverley is developing something with a trainer bottom for me at the moment. Nick Foulkes introduced me to Budd Shirts, and I really love their attitude and their attention to detail. I tend to go to Caraceni in Italy for tailoring, but I love what Huntsman does. I'm so excited that Double RL has just opened in Carnaby as well, I really missed it after the Mount Street store closed.

How do you feel about Brexit?

I feel like the city has got to a point where we just need to get on with it – it's happening, and bemoaning Boris Johnson won't move it forwards.

As someone who works so closely with time, how's your punctuality?

I'm too optimistic – I'll always leave the absolute minimum time required to get somewhere. As soon as I'm late, it messes up my whole day – it's a domino effect. As you can probably tell, I also like to chat, so that doesn't help!



Zenith El Primero Revival X Bamford and MR PORTER
bamfordwatchdepartment.com



Anna Prendergast

Anna Prendergast | Luxury London

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GURMET

JAK CHUTNÁ LUXUS

Gucci, Prada, Ralph Lauren, Jacquemus... Módní domy dnes kromě oblečení a doplňků servírují menu z celého světa. Zmrzliny, drinky, chléb, životní styl...

Text GABRIELA CZERKIEWICZ



K vyhlášené milánské kavárně **Marchesi**, která patří pod křídla skupiny Prada Group, přibyl nedávno i druhý podnik stejného jména v Londýně.



V poslední době se život módního průmyslu stále častěji točí kolem jídla. Vezměme si například, jak se v červnu psalo o dění na červeném koberci během slavnostního otevření výstavy *Camp: Notes on Fashion* v Metropolitan Museum of Art v New Yorku. Populární blog Diet Prada (přes milion sledujících na IG) přirovnával oděvní kreace hostů k mořským plodům a dezertům.

Před několika měsíci Simon Porte Jacquemus, zakladatel a umělecký ředitel domu Jacquemus, jedné z nejžhavějších francouzských módních značek, zval hosty na přehlídku pánské podzimní kolekce podzim/zima 2019/20 pozvánkou v podobě čerstvě upečeného chleba. Bochníky zabalené do látkového ubrousku s vyšívaným logem módního domu došly těm nejvlivnějším lidem v oboru kurýrem.

Neskrývali své potěšení. Téhož dne pozvánku konzumovali a bohatě ji zmiňovali na svých sociálních kanálech.

Citronová!

Tím kulinářská překvapení značky Jacquemus nekončí. V březnu otevřel návrhář svou první kavárnu. Jmenuje se Citron a odkazuje na jeho oblíbenou barvu, citronově žlutou, která se také objevuje v dámské kolekci značky na letošní léto. Pokud chce někdo uniknout shonu velkoměsta, je tu na správné adrese. Překročením prahu kavárny ve slavné Galerii Lafayette na Champs-Élysées v Paříži jako byste se přesunuli na samotný jih Francie. Mezi dřevěnými stoly jsou rozmístěny obrovské ke-



Druhá kavárna Marchesi se otevřela v londýnském Mayfairu. Interiér, stejně jako v případě originální milánské pobočky, navrhl Wes Anderson.

„Módní domy musí svým zákazníkům nabídnout něco víc než jen luxusní kolekce. A nic nespojuje lidi tak jako vynikající jídlo v krásném interiéru.“

FOOTO: MARY ELLEN MARKS
TEXT: GABRIELA CZERNIEWITZ

ramické květináče, do kterých jsou zasazeny citronovníky. Nabídce dominuje kulinářská jednoduchost: nejlepší francouzské sýry, čerstvý chléb a dezerty známého cukráře Cédrica Groleta. Nejtypičtější je ten ve tvaru citronu s citronovou pěnou. Jacquemus se se svou kavárnou Citron připojil k dalším designérům, kteří své portfolio rozšířili právě o gastronomické podniky. V éře internetu se luxusní zboží stalo v podstatě velmi dostupným, takže kamenné butiky ztratily na své výjimečnosti, exkluzivité značky i přímém kontaktu se zákazníky. S kavárnou či restaurací je to jinak.

Luxus na talíři

Aby zaujaly své zákazníky, musí jim módní domy nabídnout něco víc než jen skvěle postavené kolekce. A nic nespojuje lidi tak jako vynikající jídlo v krásném interiéru. To je známo i společnosti Prada Group, která vlastní značky Prada, Miu Miu nebo Church's, jež v dubnu letošního roku otevřela svou druhou cukrárnu Marchesi 1824, tentokrát v Londýně. (První už funguje v Miláně). Obě jsou barevně sladěné s třetím gastro podnikem italské firmy, milánským barem Luce. Všechno je tu unikátní. Stěny obložené dřevěnými dýhami, židle a stoly ve stylu



JIMMY CHOO

WOMEN MEN HANDBAGS BRIDAL BOUTIQUE IN MY CHOOS

THE EDIT

ANNA VITIELLO AND BETTINA LOONEY'S
GUIDE TO LONDON

Marchesi 1884

"**Marchesi** on Mount St. is a must visit for anyone with a sweet tooth," says Anna. "Italian pastries are my favourite thing in the world—I have memories of eating them until I was sick as a child. Although these are a much more indulgent version, they're no less delicious. I'd go for a mini egg tart to start and a puff pastry with a good old fashioned espresso." Compete with the old school Italian opulence in the pearl and glitter embellished BAILY or the JC monogrammed LOVE heels.

Where to eat: **Marchesi 1824, Mayfair**

"MARCHESI ON MOUNT ST. IS A MUST VISIT FOR ANYONE WITH A SWEET TOOTH"



Anna (left) wearing BAILY. Bettina (right) wearing LOVE



L'iniziativa

Con la Vendemmia ristoranti top "low"

Tra le iniziative della Vendemmia alla sua decima edizione c'è la possibilità fino a domenica di pranzi e cene a prezzo ridotto in ristoranti di fascia alta (35 pranzo, 60 cena). Hanno aderito: Acanto, Boeucc, Armani Bamboo, Armani ristorante, Baccarat, Caruso, Don Carlos, Don Lisander, Finger's, Finger's Garden, Giacomo Arengario, Giacomo bistrot, Giacomo ristorante, Niko Romito, Trussardi alla Scala, Salumaio di Montenapo, Illy Caffè, La Cupola, La Veranda, Mandarin bar e bistrot, Pacifico, PanEvo, Pasticceria Cova, Pasticceria Marchesi, ristorante Berton. · T'a, Terrazza Baglioni, Terrazza Gallia / Excelsior, Vòce Aimò e Nadia

the aesthete

New Zealand-born jeweller Jessica McCormack worships The Row, reads escapist novels and is mad for Manolos. Portrait by **Jooney Woodward**



"I flew to Venice then took the train back to London – by myself. Solo travel is such a luxury as a mother of three children. It was two days, one night, but it felt like I'd been away for months"

My personal style signifier is my jeans, even on the hottest of days. I'm not brand loyal. I wear black or blue, although I'm loving '80s stonewash at the moment – usually combined with a bit of Alaïa. I love the high-low mix of an amazing Alaïa shirt, necklace – diamonds, of course – and jeans, maison-alaia.com.

The last thing I bought and loved was a WNU linen shirt. It's the perfect "boyfriend" shirt – and functional. £80; withnothingunderneath.com.

And the thing I'm eyeing next is the Arcade daybed from Simon James Design in New Zealand. I fell in love with the mustard colour; I can imagine it in my bedroom. I picture myself lying on it and reading in the bay window, but my husband's like, "You're just going to throw your clothes on there." From £3,510; simonjamesdesign.com.

My style icons are the Olsen twins. I'm obsessed with The Row. I've always loved their style, even when they were pre-fashion, but since the label launched in 2006 I think they've nailed it. They have a chic aesthetic that's not trend- or celebrity-driven, and you can wear their designs season after season. therow.com.

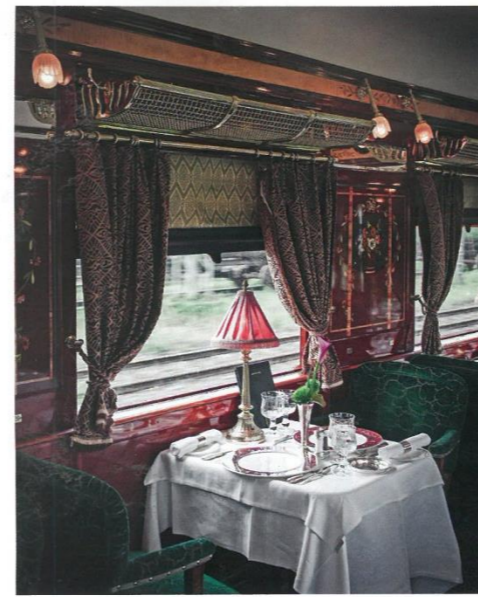
An unforgettable place I've travelled to in the past year is on the Venice Simplon-Orient-Express. I flew to Venice then took the train back to London – by myself. Solo travel is such a luxury as a mother of three children. It was two days, one night, but it felt like I'd been away for months. It's got that amazing 1920s glamour. I brought black-tie dress for dinner: an incredible Emilia Wickstead gown and diamonds. From £2,200; belmond.com.

The beauty staple I'm never without is Dr Barbara Sturm's "sun drops". They're SPF50 and you literally need two drops. £107 for 30ml; net-a-porter.com.

The best gift I've given recently was a diamond-print Olivia Von Halle pyjama set. I've known Olivia for years and her designs feel amazing. These were such fun and tongue in cheek – the idea of sleeping in diamonds. Similar styles about £420; oliviavonhalle.com.

And the best one I've received recently is a pair of tartan Manolo Blahniks, a very sweet thought from my Scottish husband. manoloblahnik.com.

An object I would never part with is an antique 18ct-gold Hei Tiki given to me by my late father about 15 years ago. It's a New Zealand treasure that represents



good fortune, family ties, love and fertility. They're traditionally made of greenstone (or pounamu). This one is Victorian, in gold with garnet eyes, so it's really special.

If I had to limit my shopping to one neighbourhood in one city, I'd choose Mayfair in London, where we have the townhouse. We have fabulous neighbours such as Roksanda, Simone Rocha, Mount Street Printers, and the bakery Marchesi 1824 has recently opened: I've become partial to the fresh bomboloni. I adore Roksanda, as a person, as a designer, as a friend. Then Mount Street Printers: the best for cards, any time. I love the village feel of the area too. I come out of Bond Street station onto Oxford Street and it's crazy, and I head for this tiny microclimate of beautiful architecture, art, design and fashion: I'm spoilt. mountstreetprinters.com, pasticceriaMarchesi.com, roksanda.com, simonerocha.com.

If I didn't live in London, I would live in Pigeon Bay, New Zealand, where we got married, on the easternmost cape of the South Island. Or somewhere in Scotland, where my husband is from – maybe the Hebrides, à la Paul McCartney. There's nothing there, but I'd be quite happy somewhere rugged and interesting, with the puffins.

The best souvenir I've brought home recently is hand-knitted jumpers for my children. Almost every small town in New Zealand has a craft shop where grannies sell the cutest little knits. We all grew up there itching and scratching, but we were never cold.

The last item of clothing I added to my wardrobe was an Emilia Wickstead sundress, the perfect day-to-night piece. You can wear it with sneakers on the Tube first thing and all the way through to dinner with heels. It's so easy, so comfortable. Similar styles £690; emiliawickstead.com.

The one artist whose work I would collect if I could is Louise Bourgeois. We have two pieces at the boutique and I would love many, many more. The whole totem-inspired collection – *The Personages* – would do nicely. She created these figure-like totems to be her friends when she was living away and lonely. They're beautiful.

The last music I downloaded was Prince's *Nothing Compares 2 U*. I knew the Sinéad O'Connor version, but I didn't know he wrote it. The other day I came across this YouTube video of him singing it.

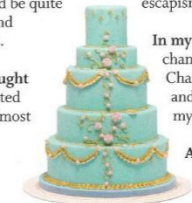
A recent "find" is Gold, on Portobello Road, for laidback food and wine with

friends. It was a pub, and they've recently refurbished it. It's worth dropping in for the burrata with charred peaches and Tuscan ham. 95-97 Portobello Rd, London W11 (020-3146 0747; goldnottinghill.com).

My favourite app is FaceTime, so I can keep up with my three kids, my mum, my sisters and their children from the office.

The people I rely on for personal grooming and wellbeing are Dr Barbara Sturm for skin – I met her when she started doing her product line about five years ago. Then there's Nadia at John Frieda on Aldford Street for my hair. She's just around the corner and has amazing hair herself – I've been going there for about 18 years. I also go to Pete Liggins at west London's Box Clever for a gruelling but awesome workout. I've trained with him for eight years – it's a real Rocky gym – and have just got back into it seriously as I'm doing a mountain-climb thing. boxcleversports.com, dr-barbara-sturm.com, johnfrieda.com.

The best book I've read in the past year is *The Overstory* by Richard Powers. It's a giant of a novel, essentially about man's relationship with forests. Meditative escapism. £6.29; blackwells.co.uk.



In my fridge you'll always find champagne – and Vegemite. Champagne, Vegemite on toast and maybe some avocado is my dream dinner.

An indulgence I would never forgo is having all the kids clamber into our bed in the morning. My three-year-old is first up every day and there's no way you can't say, "Get in, get in!"

The last meal that truly impressed me was the Huntsman Lunch at Gleneagles. You go clay-pigeon shooting and then come back and do a big lunch. There was a group of us there in mid-June and it was raining, typical Scottish-style, so the barbecue ribs, lamb and halloumi mixed with lobster was a dream – the perfect antidote. [Auchterarder, Perthshire PH3 1NF \(01764-662 231; gleneagles.com\)](http://Auchterarder, Perthshire PH3 1NF (01764-662 231; gleneagles.com)).

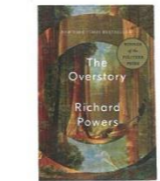
My favourite room in my house is our open-plan kitchen-living-garden space. It's where we spend time as a family and with friends. We have that barbecue, drop-round kind of thing going on; it's an open house. I love that.

If I weren't doing what I do, I would be an antiques dealer. I did an internship at Sotheby's with the intention of going home to New Zealand and running my father's auction house, but I went into the jewellery department and fell in love with that.

AS TOLD TO FIONA MATTHIAS



Clockwise from left: McCormack at home in Notting Hill. The Venice Simplon-Orient-Express. Her gold Hei Tiki. Dr Barbara Sturm Sun Drops. Marchesi 1824 – one of its tiered cakes (far right). Vegemite, a favourite with champagne. The Roksanda store in Mayfair. McCormack's Manolo Blahnik tartan heels. Olivia Von Halle pyjamas. Her best read this year. Her Emilia Wickstead sundress



START UP | LA PASTICCERIA MARCHESI 1824 APRE NELLA CAPITALE UK

I DOLCI DI PRADA CONQUISTANO LONDRA



✦ ERNESTO BRAMBILLA

LONDRA. Siamo banali se giochiamo con le parole e diciamo che la pasticceria "va di moda"? **Marchesi 1824**, di proprietà di Prada, ha aperto a Londra - e non resterà a lungo l'unico punto vendita all'estero della pasticceria storica di Milano. Altri esempi non mancano, come Vivienne Westwood, entrata nel mondo caffetterie nel 2015 a Shanghai, che ha da poco annunciato una nuova apertura a Milano, mentre Armani ha una linea di cioccolato firmata Guido Gobino. Moda e dolce è un binomio interessante

”
PRADA,
PROPRIETARIA
DELLA PASTICCERIA
MARCHESI,
NE PROGETTA
L'ESPANSIONE

per il brand Prada, sin da quando, nel 2014, ha acquistato la storica pasticceria di via Santa Maria alla Porta. Pochi mesi dopo l'acquisizione, Prada allestì nei grandi magazzini Harrods una mostra dal titolo "Pradasphere", una temporary location di **Marchesi** nel tempio londinese dello shopping. Poi, le aperture degli altri due punti vendita a Milano, in Galleria e in via Montenapoleone. Ora la pasticceria a Londra, nel quartiere Mayfair. Il segnale inequivocabile di quanto Prada voglia investire sull'alta pasticceria. Tant'è che fonti del grup-

po confermano la volontà di espandersi in altri Paesi nei prossimi anni. Insomma, Londra è solo la prima bandierina sulla mappa appesa nell'atelier di **Miuccia Prada e Patrizio Bertelli**. Ed è una signora bandierina. Siamo al numero 117 di Mount Street, nel cuore della Londra modaiola, tra gallerie d'arte, ambasciate e boutique d'alta moda.

Settanta mq con, alle pareti, ancora molte decorazioni originali. L'intervento di ristrutturazione e arredo richiama l'atmosfera del negozio di Santa Maria alla Porta. Altri arredi sono in legno di ciliegio, ispirati a quelli degli altri due negozi milanesi, accanto a elementi in legno originali, come la parete divisoria visibile all'ingresso.

I pavimenti, in marmo nero e venato giallo Siena, così come il soffitto originario a doghe in legno, sono accostati a lampade a lanterna. Nella parte posteriore, la saletta dedicata alla degustazione del tè. L'offerta prevede una selezione di dolci e snack salati per ogni momento della giornata: colazione, pranzo, aperitivo serale. Il menu è servito su porcellane Rosenthal, con posate in argento Sambonet.

Diego Crosara, responsabile di prodotto delle pasticcerie **Marchesi**, si è focalizzato su un tema: garantire lo stesso standard di prodotto e servizio anche oltremarina. Così ha puntato sulla rotazione dei giovani pasticceri, operativi a turni tra Milano e Londra, per mantenere il pdv londinese agganciato all'operatività già rodato del laboratorio meneghino. ●