

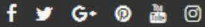
Marchesi apre a Londra

Finora, come punti vendita fissi, Marchesi 1824 aveva operato soltanto a Milano. Ora il brand di pasticceria e caffetteria di proprietà del gruppo Prada si prepara a superare il confine aprendo il suo primo store 'non temporary' nel quartiere di Mayfair a Londra.



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Il Carnevale di Marchesi 1824

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Maschera: questo è il tema delle torte di Marchesi 1824 per Carnevale.

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Una selezione di torte ricoperte con pasta di mandorla nei toni del rosa, del verde, dell'azzurro e del giallo, tipici del marchio **Marchesi 1824**. Per Carnevale, i decori sono a tema **maschera**, come con la classica Torta Aurora che si traveste da Arlecchino. Tre sono le location dove degustarli a Milano: via Santa Maria alla Porta 11/a, via Monte Napoleone 9 e Galleria Vittorio Emanuele II.

Cioccolatini, dragée, confetti, creme spalmabili, confetture e gelatine sono disponibili anche su

www.pasticceriamarchesi.com.

E, in coincidenza con la festività ambrosiana, Marchesi 1824 collabora con il Liceo Artistico Orsoline (LAO): gli alunni partecipanti si sono divertiti a dare libero sfogo alla creatività, sviluppando animazioni e immagini che interpretino il Carnevale. I lavori sono visibili sugli account di Instagram e Facebook di Marchesi 1824.



AdmirorGallery 5.0.0, author/s Vasiljevski & Kehejjevic.

Letto 125 volte

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Chiara Mancusi



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Per visionare la ricetta

THE HANDBOOK

18 febbraio



[OPENINGS & LAUNCHES](#)

Prada Are Opening A Bakery In London!

By  [Phil Clarke](#) | 18th February 2019

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Think of Prada and you're picturing handbags, catwalks and Emily Ratajkowski wearing something slinky. You're probably not thinking about custard tarts and chocolate eclairs. But you will now.

Pasticceria Marchesi is Milan's most established bakery, being founded in 1824 and now owned by Prada. The bakery is famed for its beautiful, mint green interior, its sugary sweets and panettone and is pretty much a Milanese landmark. It's where celebrities come to take breakfast, fashionistas hang out and anyone who's anyone comes to get their patisserie essentials.



Pasticceria Marchesi has announced that they'll be arriving in London in April in a new spot on Mount Street. Set to occupy 117 Mount Street, immediately opposite The Connaught and down the road from Berkeley Square, it's the spot previously taken by much-missed Allen's of Mayfair, purveyor of some of London's best game and meat since 1830, which met its ultimate demise in 2015.



And what can we expect from a London-reboot of Pasticceria Marchesi? We're guessing more of the same, it seems unlikely that Prada will want to mess with such a winning formula. Mint green, Wes Anderson style interiors (he actually designed Prada's Fondazione Prada café), an espresso bar, favourites from the Milan shop's menu and, of course, lots and lots of panettone.

Pasticceria Marchesi opens in April at 117 Mount Street, Mayfair, W1K 3LA

<https://www.thehandbook.com/blog/2019/02/prada-are-opening-a-bakery-in-london/>

INDEPENDENT.CO.UK

PRADA TO OPEN LEGENDARY MARCHESI 1824 BAKERY IN LONDON IN SPRING

Prepare for some serious Instagramable content



[Katie O'Malley](#)

Friday 8 February 2019 11:06

A historic Milanese [pastry](#) shop part-owned by [Prada](#) is to open its first London location in [Mayfair](#) this spring.

Marchesi family-run pastry shop, Pasticceria Marchesi 1824, first opened in Milan in 1824 above the brand's flagship Galleria store in the Italian fashion capital.

Famed as much for its range of freshly-baked pastries, sugared almonds and panettones as for its ancient mirrors, antique glassware, and art deco lighting, the Italian institution has become a must-visit pit stop for the fashion elite during Milan Fashion Week and locals alike.

In April, the bakery is opening its doors in London on Mount Street, opposite The Connaught Hotel.

[Hot Dinner](#) states the new location will be a bakery, pastry counter and café and serve its world famous classic Milanese panettone, dragées, gianduja chocolates, as well as thick Italian hot chocolate.

Prada is one of several luxury fashion labels with its own eatery.

In 2017, Ralph Lauren opened [Ralph's Coffee & Bar](#) in a corner of its flagship store on Regent street, years after similar openings in New York, Chicago and Paris.

<https://www.independent.co.uk/life-style/fashion/prada-marchesi-1824-bakery-london-open-mayfair-a8767461.html>¹

¹ GRAN BRETAGNA-INDEPENDENT.CO.UK-PRADA-MARCHESI-22.02.19

Marchesi 1824 s'installe à Londres

BUSINESS, GASTRONOMIE, DISTRIBUTION



La pâtisserie italienne de luxe Marchesi 1824 arrive à Londres. Une première depuis la naissance de ce haut lieu milanais de la gourmandise.

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Marchesi 1824, pâtisserie créée en 1824 comme son nom l'indique, est un fleuron de la gastronomie milanaise. Gâteaux, chocolats, bonbons, brioches, mais aussi confitures et pâtes à tartiner... On peut y déguster de nombreuses gourmandises, et également profiter de succulents cafés italiens.

Il faut savoir que la première boutique, Via Santa Maria alla Porta, est toujours occupée par la pâtisserie depuis 195 ans ! Mais la marque a, aujourd'hui, deux autres magasins à Milan pour le plus grand plaisir des Italiens, et elle poursuit encore son développement.

<https://www.carnetsduluxe.com/business/marchesi-1824-installe-londres/>

à et de
Passionnée
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En effet, appartenant maintenant au groupe Prada, la pâtisserie familiale Marchesi 1824 s'envole à l'international avec une nouvelle adresse qui va ouvrir ses portes, à Londres, au mois d'avril. La boutique se situera sur Mount Street, dans le quartier de Mayfair. Elle fera également office de café et devrait emprunter son style aux boutiques existantes à Milan pour conserver l'esprit Marchesi 1824 !

Marchesi 1824

Prada

Lorena Amandi

<https://www.carnetsduluxe.com/business/marchesi-1824-installe-londres/>

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