



MARCHESI 1824: NEW STORE OPENING IN LONDON
117 MOUNT STREET
The first location outside of Milan, Italy

Milan, 28 May 2019 – Marchesi 1824 is opening a new pastry shop on Mount Street, one of the most prestigious streets in Mayfair in the heart of London. Founded in 1824, Pasticceria Marchesi is one of Milan's oldest and finest patisseries, renowned for excellence in its range of pastries and chocolates and the traditional Milanese panettone it produces.

In an intimate space of approximately 70 m² (750 sq. ft), original, historic wall decorations and numerous wrought-iron hooks on the ceiling bear witness to the business that once operated in the building. Marchesi 1824 has meticulously redecorated the shop in a way that fully respects its authentic pre-existing elements, creating the perfect balance between past and present. The design draws on the atmosphere and charm of the historic shop on Via Santa Maria alla Porta in Milan, creating a highly evocative environment.

Inside, exquisite furniture made from cherry and loosely inspired by the current design of the two shops on Via Montenapoleone and in Galleria Vittorio Emanuele II blends perfectly with the original wooden features, such as the visible partition in the entrance hall. The precious black veined and yellow Siena marble floors as well as the original ceiling with exposed wooden beams are paired with lantern-style lamps, creating a sophisticated visual effect.

A cosy room at the rear of the shop is dedicated to drinking tea, with a variety of options for all times of day: breakfast, lunch, tea or an evening drink.

The menu, devised especially for the new patisserie, is served on fine Rosenthal porcelain, with silver Sambonet cutlery.

For almost two centuries, Marchesi 1824 has stood out for its fine pastries, prepared following traditional recipes, its soft croissants and its selection of chocolates. The London shop combines this traditional range of Italian confectionery with a wide selection of candies, bonbons, chocolates, pralines and sweets, surrounded by elegant cherry furnishings and original, carefully restored, decorative tiles.

All Marchesi 1824 products are presented in refined packaging with a luxury feel. The baked goods are prepared daily in store, guaranteeing the unparalleled quality and excellence for which the brand is renowned.

For further information:
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Marchesi 1824

Pasticceria Marchesi has embodied Milanese style since 1824, becoming the destination of choice for a stylish, cosmopolitan clientele. Its fabulous creations, beautiful spaces and impeccable service provide the backdrop to social occasions that pair hand-crafted taste with refined creativity. Since its early days, Marchesi 1824 has remained true to its traditions and to the principle of craftsmanship, based on carefully selected raw ingredients, the work of the finest pastry chefs and attention to detail. Its products can be bought from the historic pastry shop on Via Santa Maria alla Porta and its new premises in Milan, located on Via Monte Napoleone and in Galleria Vittorio Emanuele II. Marchesi 1824 is part of the Prada Group, which also includes the Prada, Miu Miu, Church's and Car Shoe brands.

www.pasticceriamarchesi.com; www.pradagroup.com
@marchesi1824 #Marchesi1824London



HISTORY OF MARCHESI 1824

Steeped in tradition, Marchesi 1824 is one of Milan's oldest and finest pastry shops. It is considered a benchmark for the quality of its fresh patisserie, its signature chocolates and its classic Milanese Panettone.

Heritage

The story of Pasticceria Marchesi is a tale of harmony between tradition and creativity.

Picture an elegant 18th century building in the heart of Milan. More precisely in Via Santa Maria alla Porta 11/a. Here, in 1824, the Marchesi family-run pastry shop first opened its doors and through hard work and dedication, it earned an increasingly widespread reputation for its handmade confections.

Cut to the early 1900s. The owner, Angelo Marchesi, began serving morning coffee, evening cocktails and other refreshments in addition to freshly baked pastries, cakes, biscuits and sweets. Pasticceria Marchesi was now not only a high-quality patisserie but also a charming café, on its way to becoming one of Milan's landmark venues. Since those early days Pasticceria Marchesi has maintained an authentic atmosphere, preserving its original early-20th-century furnishings, coffered ceilings, ancient mirrors and art deco lighting. It has also remained faithful to its founding traditions of finest ingredients, highest craftsmanship and attention to detail.

Customers, enticed inside by the ornate 18th century façade and imaginative window displays find themselves in a wonderland of temptations, where distinctive boxes decorated with brightly coloured ribbons enclose exquisite creations to delight the palate.

Today

Today, Pasticceria Marchesi is a cherished port of call for an eclectic and cosmopolitan clientèle.

Whether you are stopping by on the way home from work or visiting from the other side of the world, Pasticceria Marchesi is the place to go to enjoy a unique kind of magic that melts in your mouth. To appreciate the flavour born from nearly two centuries of expertise. To sip that heavenly espresso, choose that breath-taking birthday cake or surprise someone with a sublime selection of chocolates.

And now the same magic can also be experienced in new surroundings. Pasticceria Marchesi has recently opened two new shops in Milan, located in the exclusive settings of Via Monte Napoleone 9 and Galleria Vittorio Emanuele II. Respecting the spirit of the original landmark site, these new venues reinterpret its atmosphere and ageless allure. Here, classic Pasticceria Marchesi favourites are displayed alongside an irresistible selection of new offerings, from freshly prepared savoury dishes to sweet confections, all exquisitely presented and packaged to the brand's exacting standards.



PRODUCTS

Marchesi 1824 products are available at the brand's four locations: Milan - via Santa Maria alla Porta 11/a, via Monte Napoleone 9, Galleria Vittorio Emanuele II; London - 117 Mount Street.

A selection of chocolates, dragée, confetti, candies, spreadables, jams, jellies, panettone and pandoro are also available online at www.pasticceriamarchesi.com e-store (selected European countries).

Panettone

Marchesi 1824's classic Panettone is the result of almost two centuries of research and passion. This large yeast-leavened cake is a treat for the taste buds, with a delicate fresh flavour that stems from its prized ingredients following the Milanese tradition. 100% Italian wheat flour, naturally processed 'six-crown' grapes (the highest quality rating), candied Sicilian oranges used from a process that follows the fruit from harvest to final processing, Madagascan Bourbon vanilla, Italian honey from the Berici Hills, milk exclusively from cows reared in Piedmont and free-range eggs are all combined in a slow-prove sourdough mix.

Tiny Cakes

From the classic Marchesi 1824 cakes, a smaller and more delicious version of the classic Italian desserts is offered, such as the Torta della nonna, Sacher and Black forest. Refined and appealing decoration is used to enhance the finished product.

Small Pastries

Marchesi pastries include cannoncini, bignè, meringues, fruit tarts and classic Italian pastries with refined creams that are enriched with traditional flavours such as pistachio, vanilla and chocolate.

Chocolates

To make Marchesi dark chocolates, the mixture of cocoa paste and sugar is processed for between 72 and 96 hours to reach the right velvety consistency. In this way, the chocolate becomes fine, creamy, and almost melting. Aromatic and penetrating with a full-bodied flavour, these are all our chocolate-based products. The celebrated Marchesi 1824 gianduiotti made from the finest I.G.P. hazelnuts from the Langhe region of Piedmont, delicately toasted, crushed and blended with high-quality Ecuadorian cocoa; soft filling pralines prepared with carefully selected ingredients and fine dark or milk chocolate; smooth Grand Cru chocolate created with top-quality cocoa beans from Santo Domingo, featuring intense cocoa and dried fruit notes.

Biscuits

Biscuits evoke childhood memories when noses were pressed against bakery windows.... Available in different shapes, Marchesi 1824 biscuits, friable or crisp, are rich in flavours such as chocolate, coffee, hazelnut and marmalade.



ABOUT MARCHESI 1824

2014, PRADA GROUP ACQUISITION

In 2014, Prada Group announced the acquisition of 80% of Angelo Marchesi Srl, owners of the historic Milanese pastry shop founded in 1824 and still operating from the same address, with an unchanged passion for perfection. Since the acquisition (now being of 100%), Prada Group seeks to promote and assure the strategic strengthening of the brand in full respect of its tradition, within a series of development projects, both within Milan - with the recent opening of two new locations (via Monte Napoleone 9 and Galleria Vittorio Emanuele II) - as well as internationally such as the current London opening.

2014, A TEMPORARY SHOP AT HARRODS LONDON

In May 2014, just for one month, a temporary Marchesi 1824 pastry shop was opened within Harrods, alongside the Pradasphere exhibition project by Prada. Stretching across the fourth floor of Harrods, on the department store's 130 squared metres terrace overlooking the London skyline, the temporary Pasticceria Marchesi echoed the legendary Milanese location founded in 1824. This was the first time Marchesi 1824 travelled abroad.

2016, MARCHESI 1824 SUPPORTS THE CARE'S SOCIAL RESPONSIBILITY AWARD

Since 2016, Marchesi 1824 supports the CARE's Social Responsibility Award, aiming to enhance and promote the effort of professionals who have distinguished themselves in their activity by means of innovative practices that favour ecology, social sustainability, and the valorisation of the earth and biodiversity. This award is part of the activities supported by Marchesi 1824 since the first edition of CARE's - The ethical Chef Days, a project conceived by Norbert Niederkofler, the three-times Michelin starred chef of the St. Hubertus restaurant (Hotel Rosa Alpina in San Cassiano) and Paolo Ferretti, the owner of Bolzano-based agency hmc. In 2019, the award was presented to La lanterna di Diogene, an Italian social cooperative based in Solara di Bomporto, in the province of Modena. Through the CARE's Social Responsibility Award, Marchesi 1824 wants to support the projects of those who are engaged in activities that demonstrate an outstanding commitment to social responsibility and ethics in the fields of sustainable agriculture, preservation of traditional farming and production techniques as well as agri-food research.

2017, A POP UP DEDICATED TO ICE CREAM IN MIAMI DESIGN DISTRICT

In 2017, Pasticceria Marchesi opened for two months only, its first pop-up shop dedicated to traditional Italian ice cream in the Miami Design District. Located on the Paradise Plaza, the pop-up recreated the original style and allure of the time-honoured pastry shop. A green marmorino wall, inspired by traditional elements of Milanese interiors, provided the backdrop for an open-air setting featuring bouquet jacquard graphic art and a reproduction of the entrance and shop window of Via Monte Napoleone 9 pastry shop in Milan. A modern interpretation of the Fifties ice-cream carts allowed visitors to enjoy the experience of a genuine Italian ice cream while strolling around the streets of the Miami Design District or seated at the rose-coloured tables and chairs under a white awning.

2018, DIEGO CROSARA NAMED PASTRY PRODUCTION MANAGER FOR MARCHESI 1824

In 2018, master pastry chef Diego Crosara - World Champion for pastry at the 2006 Culinary World Cup and two-time Gelato World Cup champion - has been named Pastry Production Manager for Marchesi 1824. In his role, Diego Crosara works alongside Angelo Marchesi in the creation of new collections of patisserie, chocolates and ice cream with the aim of upholding the principles of quality and excellence that have characterized the Marchesi 1824 brand for nearly two centuries.