

Caffè Principe

PRADA GROUP ANNOUNCES THE REOPENING OF THE HISTORIC CAFFÈ PRINCIPE IN FORTE DEI MARMÌ

Forte dei Marmi and Milan, 9 July 2023 – Today, Prada Group announces the reopening of Caffè Principe in Forte dei Marmi, in Tuscany, a project that focuses on promoting the local region and the Italian traditions. This operation marks the continuation of the Group's commitment to the high-end pastry sector which began 9 years ago with the acquisition of Marchesi 1824.

Next to the Prada Donna boutique, Caffè Principe is the iconic pastry shop on the Via Giosuè Carducci, the heart of city life and a meeting place for vacationers in the seaside resort of Versilia.

The spaces have been restored and restructured to preserve, rediscover, and give new life to an historic Italian café, respecting its original identity and bringing Caffè Principe back to its former glory.

The project, carried out in collaboration with Florentine architect Michele Bonan, focused on meticulous research that made it possible to develop furnishings reminiscent of the originals which date back to the 1950s. This includes the chandeliers, the outdoor seating, the Formica tables and wicker armchairs.

With the reopening of Caffè Principe, acquired as of June 1st by Marchesi 1824, Prada Group intends to revive an historic place of outstanding Italian heritage. Its name won't change, as it represents a symbol of gastronomy and hospitality in the local area.

Prada Group

Pioneer of a dialogue with contemporary society across diverse cultural spheres and an influential leader in luxury fashion, Prada Group founds its identity on essential values such as creative independence, transformation and sustainable development, offering its brands a shared vision to interpret and express their spirit. The Group owns some of the world's most prestigious luxury brands, Prada, Miu Miu, Church's, Car Shoe, the historic Pasticceria Marchesi and Luna Rossa, and works constantly to enhance their value by increasing their visibility and appeal. The Group designs, manufactures and distributes ready-to-wear collections, leather goods and footwear in more than 70 countries through a network of 612 stores (at December 31st 2022) as well as e-commerce channels, selected e-tailers and department stores around the world. The Group, which also operates in the eyewear and fragrances sector through licensing agreements, has 24 owned factories and more than 13,700 employees. For more information, please visit www.pradagroup.com.

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