



press release

PASTICCERIA MARCHESI OPENS A POP-UP SHOP IN THE MIAMI DESIGN DISTRICT

Milan, December 11, 2017 – Pasticceria Marchesi opens its first pop-up shop dedicated to traditional Italian ice cream in the Miami Design District.

Located on the new Paradise Plaza, the pop-up recreates the original style and allure of the time-honoured pastry shop. A green marmorino wall, inspired by traditional elements of Milanese interiors, provides 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 in Milan.

A modern interpretation of the Fifties ice-cream carts – that captures Pasticceria Marchesi’s pastel tones – allows 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.

The pop-up shop will be open for two months, from Monday to Sunday 11 am – 6 pm.

For further information:
press@pasticceriamarchesi.com