



Pasticceria Marchesi Opens in Milan's Galleria Vittorio Emanuele II

The venue is located in the same building that houses Prada's men's store in the luxury shopping arcade.

By [Luisa Zargani](#) on September 5, 2016



MILAN — A year after the opening of [Pasticceria Marchesi 1824](#) on Via Montenapoleone, the historical pastry shop controlled by the Prada group unveiled its new unit in Milan's Galleria Vittorio Emanuele II on Monday. The venue is located in the same building that houses Prada's men's store in the luxury shopping arcade.

Covering 2,700 square feet, Pasticceria Marchesi is located on the mezzanine level and allows a remarkable view of the Galleria's mosaics from its many arched windows. The opening follows an expansion of Prada's men's store in July in the arcade — regularly brimming with tourists and

shoppers. A further retail development is expected at the site, as well as the opening of another **Fondazione Prada** exhibition space by the end of the year.

Stefano Cantino, group strategic marketing director, said Prada, which became a majority shareholder with an 80 percent stake in March 2014, will expand Pasticceria Marchesi outside of Italy. “We’ve had requests from international malls, but we are defining the timing. In the medium-term, we will open in Shanghai and Dubai. We are not doing franchised banners and we want to guarantee high standards,” explained Cantino, adding that “maybe” some Prada stores could also house the pastry shop.

Cantino declined to provide financial figures related to the investment or expected revenues.

Pasticceria Marchesi has an independent access from the Galleria and one from within the Prada boutique. More than 30 employees have been hired at the shop, which is open from 7:30 a.m. to 9 p.m. and serves breakfast, lunch, tea and evening apéritifs. Stefano Gariboldi, who directed Milan’s famed Peck for 10 years, has been tapped to manage the new unit.

Modeled after the Via Montenapoleone blueprint, designed by **Roberto Baciocchi**, the shop shows aqua green marble walls, juxtaposed with a green floral jacquard silk wallpaper and green velvet armchairs and sofas.

Asked about the reasons for opening Pasticceria Marchesi in the Galleria, Cantino clarified that Prada’s food and cultural project helped the group secure the bid for the location in the shopping arcade. “The idea to take control of Marchesi stemmed from that project and we opened in Montenapoleone first just because we had that opportunity,” he said. The performance in that luxury street has “exceeded expectations,” said Cantino.

Pasticceria Marchesi’s original landmark venue was founded in 1824 in Milan’s Corso Magenta district. Angelo Marchesi, great-grandson of the founder and chief executive officer, continues to be a shareholder.

Marchesi has expanded the offer of its pastries, cakes, croissants and chocolates with new products, ranging from jams to chestnut candied in syrup or bite-sized dragées, displayed in 38 niches, strategically lit, with clear crystal shelves, and on the cherry wood counters.