

Marchesi Pastry Shops find a new Sweet home

Christina Boalt (September 16, 2015)



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This historical move into the fashion district is monumental, not only because it is the first pasticceria to be located in the fashion quad, but also because it was a huge move for the business itself.



The shop, that had been located in the same spot “for nearly 200 years”, according to Angelo Marchesi, finally made its move with a little coaxing from Prada. If the business was going to move, it was happening with Prada giving it a little encouragement and a nice makeover.

Having moved locations, the pastry shop was redesigned from top to bottom to bring in that certain Prada feel that is of course necessary for any business located on this stretch of land. Miuccia Prada’s very own architect, [Roberto Baciocchi](#) [4], fashioned the shop and its furnishings, with upgrades and styling touches that promptly brought it into the twenty-first century.

Though there is still that traditional Marchese feel that comes along with the name, the new shop has an all over different vibe to it than before. With lights and effects created by mirrors, the bright colors of the pastries pop out and bring life to the new ambience.

The contrast between the dark marble floors and the white ceiling provides a sort of elegant atmosphere that could only be Prada. As for the furnishings, green from the walls to the upholstery matched with marble tables, they gives a sort of uniform and fresh look to the shop.

The sweets themselves are covered by a plexiglas box, so while protected, they are also on clear display, and are sure to attract the attention of any hungry patron. There are even new windows that allow guests to purchase wrapped treats for special occasions such as Christmas or Valentine’s Day, certainly a nice addition. Since this location is new for the business, there are also new products such as powder for pudding, chocolate pastes, and teas and ground coffees to name a few. Now open every day of the week starting at 7:30 am until 9:00 pm, the store is sure to take in more business, and the freshly made on the spot desserts are there to impress.

As far the Marchesi pastry name goes, Margherita and Angelo Marchesi are planning to bring their historical business to new locations such as [Galleria Vittorio Emanuele II](#) [5], Hong Kong, Japan, and possibly even the Middle East.

Though the company may be increasing their number of locations, they will also still be under direct management according to Stefano Cantino, Prada's director of marketing, communications and commercial development. The famous Marchesi Pastry shop is now open for business in via Monte Napoleone 9.

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[2] <http://www.pasticceriamarchesi.it/index.html>

[3] <http://www.prada.com/en.html?cc=US>

[4] <http://www.baciocchiassociati.it/>

[5] https://en.wikipedia.org/wiki/Galleria_Vittorio_Emanuele_II