

FOOD AND BEVERAGE

## Prada opens cafe in Harrods, bringing Milanese cuisine to London

April 3, 2023



Harrods customers can now get to know the fashion label's roots through culinary offerings and visual touches, by way of a new eatery. Image credit: Harrods

By LUXURY DAILY NEWS SERVICE

Italian fashion brand **Prada** is welcoming hungry shoppers to the Prada Caff, now open at London-based retailer, Harrods.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Serving breakfast, lunch, aperitivo, small bites and dinner, the cafe offers more than just good eats. Visually inspired by the brand's flagship stores around the world, guests can enjoy both a look at Prada's signature style and an authentic taste of Milan all from Knightsbridge.

A little of Italy

While the cafe takes inspiration from Prada locations all over the world, the concept is largely Italian-inspired.

Prada Caff's main muse is the brand's most famous location the 1913 boutique at Galleria Vittorio Emanuele II in Milan. As the shop was the brand's very first boutique, the eatery is infused with a rich sense of heritage.

At the Prada Caff at Harrods in London, walls, ceilings, and velvet-upholstered seating are in the brand's iconic green, while the floors reproduce the black-and-white tiles of the historic Corso Vittorio Emanuele II boutique in Milan. <https://t.co/V2pQfqrmqS> #PradaCaffe [pic.twitter.com/7GU6WNUAhs](https://pic.twitter.com/7GU6WNUAhs)

PRADA (@Prada) April 3, 2023

From velvet loveseats to eggshell green walls to black and white checkered floors that are identical to the aforementioned boutique's, the cafe shines as a reflection of Prada's luxurious aesthetic and sense of style.

The homewares donning the tables are also completely exclusive, picked by the brand to enhance design themes.

The menu itself features classically Milanese ingredients, dishes and of course, wines.

Early-bird shoppers can munch on a breakfast of Eggs Florentine with Oscietra caviar and a bevy of flaky pastries, complimented by high-quality Italian coffee. With the pastries being available all day, Harrods customers can enjoy the signature treats regardless of what time they come to do their shopping.

Lunch includes items such as poached artichoke and grapefruit, saffron risotto and spaghetti. Those less hungry can snack on "tramezzini," or "little sandwiches," off the small bites portion of the menu.



*The menu is Milan-inspired, with chefs cooking up Italian classics for London shoppers. Image credit: Prada*

The wine list is also pointedly Italian, allowing for a full exploration of the country's vineyard culture, from Sicily to Piedmont. The latter region is so rich in culinary offerings that Cond Nast-owned Bon Appetit included the Northwest lands as part of a new, chef-led tour ([see story](#)).

Altogether, the cafe is a highly immersive experience for shoppers on the part of Prada, keeping Harrods shoppers engaged and London's luxury consumers in touch with Prada's Italian roots all in an appetizing and visually-appealing way.

Open from March 31, 2023, through Jan. 7, 2024, those wanting to enjoy the unique experience can do so on the third floor from 10 a.m. until 8 p.m. every day except for Sunday, when the space is open from 11:30 a.m. until 6 p.m.

Reservations can be made in advance [online](#).

---

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.