

FOOD AND BEVERAGE

Prada Group restores, reopens historic pastry shop

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The conglomerate's Marchesi 1824 pastry brand acquired Caff Principe on June 1, 2023, bringing its dessert-focused touch to the luxury eatery. Image credit: Prada Group

By LUXURY DAILY NEWS SERVICE

Italy's **Prada Group** is celebrating the heritage of its home country, having just sponsored the revival of a culinary hotspot.

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Founded in 1959, beloved pastry shop Caff Principe opens for business in the Tuscan town of Forte dei Marmi this month. Acquired by Prada Group subsidiary Marchesi 1824 eight years ago, news of gastronomic endeavor goes live as the holding company seeks to extend its operations in the luxury lifestyle space with an experiential reintroduction that honors Italian tradition.

Vacation-friendly renovation

Situating Caff Principe next to the Prada Donna boutique, the group is continuing its embrace of the food and beverage sector.

Following the June 1 purchase of the historic hospitality venue, Prada Group's latest project reaches a popular vacation destination Caff Principe is now housed on Via Giosu Carducci in Versilia, a coastal resort town located along the Tuscan coast.

The company worked with Florentine architect Michele Bonan, who embarked on a detailed research mission to create furnishings that stayed true to the cafe's founding elements, in light of the renovation. Inside, chandeliers, outdoor seating including wicker armchairs and Formica tables all evoke visions of the eatery's midcentury past.



Prada Group worked with Florentine architect Michele Bonan on interiors. Image credit: Prada Group

Prada Group has often turned toward the world of local cuisine in an effort to platform Italian culture. The group added high-end pastry brand Marchesi 1824 to its portfolio nine years ago.

The company recently brought a Milanese cafe concept to London-based retailer Harrods ([see story](#)).

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