

FOOD AND BEVERAGE

Bergdorf Goodman, Ginori 1735 welcome guests to new cafe

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The brand is offering shoppers a taste of Italian hospitality with Caf Ginori at Bergdorf Goodman. Image credit: Bergdorf Goodman/Angela Hau

By LUXURY DAILY NEWS SERVICE

Kering-owned Italian porcelain brand Ginori 1735 is introducing a new dining experience.

Partnering with department store Bergdorf Goodman, a culinary concept curated by the pair is premiering on Fifth Avenue in New York City. Caf Ginori is located on the iconic luxury retailer's lower level and is open daily.

"Ginori 1735 stands for art and beauty, [and] we wanted to create Caf Ginori to bring our spirit into the lifestyle world and conceive a new dining experience that paying homage to the uniqueness of the Italian culinary tradition surprises at every visit," said Alain Prost, CEO of **Ginori 1735**, in a statement.

"We are honored to open the doors of the Caf Ginori in partnership with Bergdorf Goodman, an iconic luxury destination that, like Ginori 1735, firmly looks towards the future."

Caf Ginori opens for business

Ginori 1735 continues to double down in the lifestyle space. Its latest project is no exception, offering shoppers a taste of Italian hospitality.

The New York City eatery is infused with design cues originating from the label's flagship boutiques: interior textiles and furniture seen on-site are sourced from the Domus home decor collection, for instance.



All collections ornamenting the experience can be purchased at a branded Ginori 1735 shop on Bergdorf Goodman's seventh floor. Image credit: Bergdorf Goodman/Angela Hau

Caf Ginori serves up Italian favorites with a modern twist, such as eggplant parmigiana, beef carpaccio and beetroot risotto, among several other classic options.

The food selection shifts throughout the day, transitioning from lunch to teatime and ending with the Italian tradition of aperitivo, a pre-meal menu of light dishes and cocktails. Similar to the meals Ginori 1735 tableware is also swapped accordingly.

All items ornamenting the experience, from "Labirinto" and "Il Viaggio di Nettuno"-patterned fine porcelain plates to the Oriente Italiano ([see story](#)) wallpaper used throughout the restaurant, can be purchased at a branded Ginori 1735 shop on Bergdorf Goodman's seventh floor.

"Exceptional service is in our DNA, and with the opening of Caf Ginori at Bergdorf Goodman, we are thrilled to have this partnership come to life with such a historic brand," said Melissa Xides, chief retail officer at [Bergdorf Goodman](#), in a statement.

"The stunning new destination fuses our strength in luxury experiences with Ginori 1735's rich heritage of Italian hospitality and exceptional craftsmanship to offer a truly first-of-its-kind concept to our customers."

Caf Ginori at Bergdorf Goodman is open daily from 11:30 a.m. to 6:30 p.m., with aperitivo beginning at 4 p.m. each night. Reservations are recommended.

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