

WWD Milan Preview

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SCENE

Keeping busy in Milano.



WE ALL SCREAM

Walking into this new gelateria is like entering one of Milan's designer boutiques — given the care the owners take in displaying their products. But instead of the latest ready-to-wear or accessories, visitors find milk bottles and enticing piles of gelato and fresh fruit at Bianco Latte. Even the decor screams “yum” — the dark chocolate hardwood floor surrounded by cream-colored walls and milky white accents is enough to put anyone in the mood for ice cream. The siblings behind Bianco Latte, Valentina and Ludovica di Sarro decided to start their own business when attempts to open a Starbucks in Milan turned out to be futile. “We wanted to start our own chain, using quality Italian products and offering a healthy alternative,” said Ludovica di Sarro. Bianco Latte's strength surely lies in the rich, all-natural gelato, which is free of hydrogenated fats. Among the favorite flavors are Buonbiscotto and pistachio. The treats don't end in the freezer, though, as house-roasted coffee, cookies, pastries, granitas — Sicilian-style slushies — milk shakes, fruit smoothies and the original “gelato-drink” that combines fruit sorbets with fruit juices are also on the menu. A new dining room opening in time for fashion week will offer a selection of salads, sandwiches and cold and hot dishes, all homemade. Bianco Latte is open daily from 7 a.m. until midnight.

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