



Passion as a profession



A-listers such as Kate Middleton, Elton John, Kate Moss, Sir Anthony Hopkins, as well as the general public have made this bakery one of the must-visit shops in UK. We look at the fairy tale beginning...

By Anna Samonova



Peggy Porschen, 40, is originally from Germany and moved to London in 1998. Not many of you may know, but she used to work as a flight attendant, and had a massive passion for baking. Flying very high, not only on the plane but in her mind, she decided to try herself as a professional pastry chef. Peggy applied to study at the internationally renowned cookery school, Le Cordon Bleu. After finishing her degree she began to take special orders for wedding cakes, which happens to be her specialization. In a concise time, she gained a tremendous success, because no one has better eye for detail and design, than Peggy.

Why did she choose London? "I lived on the outskirts of the city of Cologne, and international megacities such as London always attracted me. The final decision was made when on my regular trips to London I have discovered that no other bakery would have the same ideas as I do so that it could work out."

In 2003 she decided to take a risk opening her own 'Peggy Porschen

Cakes' cafe in Battersea. It didn't take her long to gain success. In a year, Peggy had gained a long list of clients, who were coming to order a perfect cake for their wedding. Rumours about her talent spread faster than she could ever imagine. It is all because Peggy Porschen has always concerned herself with every cake design individually,

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and she pours her love of baking in each detail. In 2010, she opened her second bakery in Belgravia. Due to the enormous amount of orders flooding her new store, she had to transfer all of her requests to the professional pastry chefs and sugar-craft artists that she hired, tested and conducted their training.

Peggy shares how the city helped

her evolve, "London is a fantastic city I have to tell, with a lot of opportunities. When I came here in 1999, I finished 'The Grand Diploma of Cuisine & Patisserie' in Le Cordon Bleu's. Due to my unique craftsmanship, I was invited to many prestigious Pastry chef positions. People in London are very open-hearted and united."

Outside it looks more like a princess castle than a bakery. You might even go a bit gooey over all the pink and floral decorations. An arch vine of pastel pink colour roses, which is enveloping the windows and tending down to the ground near the front door, floral wreath, charming tables on the terrace and, of course, fresh and sweet confectionery products. More reminiscent of a piece of art than a real bakery – that's what Peggy Porschen is. Located in one of the most affluent areas of London, this place is like a diamond in a treasure chest.

Where did she find her inspiration? "When I was small, I remember that I was at a wedding that my parents brought me. For me it was such a fairy tale, everything was in pastel pink and white colours. I remember how disappointed I was when we had





to leave, so since then, I was always waiting forward for another one. Wedding cakes were reminding me of those memories when everyone was happy, joyful and smiling and I wanted to gift them for other people."

It is not a surprise, that an award-winning cake designer, such as Peggy heads this gorgeous bakery. She has transferred her fantastic skills in design into the café decorations. Her passion for arrangement is seen in every corner of the café. It has the sweet and enchanting charm of a wedding. The theme of the restaurant changes four times a year on special occasions such as Halloween, Christmas, Valentine's Day and Easter.

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In January 2011, Peggy Porschen has opened her own Peggy's Cake Academy. Currently, she has stopped taking special orders on the cakes, because she wants to teach new talented chefs how to share their skills in cake decorating and sugar craft with everybody else. Thus, she thinks that she needs to spend more time with her

family as long as her business became a success. I'll let you in on a secret, the academy is located opposite the Parlour in Belgravia, and so you could often see Peggy coming into that cafe in the mornings before work. If you don't have any time or opportunity to visit her academy, then her "bible" for the bakery is always there for you in the cafe or online. In 10 of her books Peggy has shared with everyone the secret receipts of her cakes, collectively selling over half a million copies worldwide.

2014 was the year when the Instagram page for Peggy Porschen Cakes has been launched (@peggyporschenofficial), which only recently have hit Instagram notoriety and brought huge amounts of students, tourists and other bakery lovers. During the following year, she had to increase her staff by five people due to the massive demand for her pastry. It is not excluded that in her nearest future we could wait for another pastry heaven to open in other prestige areas inside London.

Searching for the most beautiful background for a picture on Instagram? Peggy Porschen cakes cafe is the right place to gain a lot of likes!



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