

Renowned \$20MM Cake Designer Nahid Parsa Retires, Auctions Rodeo Drive Cake Shop

La Patisserie Artistique, located in the Rodeo Collection Shopping Center in Beverly Hills CA, is up for auction on [LocalAuctions.com](https://www.localauctions.com).

BEVERLY HILLS, CA, UNITED STATES, January 25, 2023 /EINPresswire.com/ --

On one of the most glamorous blocks in the city, just steps from the iconic yellow Bijan store and directly across street from Vera Wang, is [La Patisserie Artistique](https://www.localauctions.com), a cake boutique by renowned cake designer Nahid Parsa.

The cafe is part of the overall Rodeo Collection, a two-story retail and dining development on Rodeo Drive in Beverly Hills, California.



La Patisserie Artistique on Rodeo Drive

An architect by training, Nahid Parsa discovered that her true passion did not lie in constructing buildings, but in perfecting the art of baking and cake-making. Over the past 30 years, Nahid has worked as the pastry chef and cake designer at her boutique cake shop. In 2006, Nahid created a \$20 million cake for the Luxury Bridal Show which took place on Rodeo Drive in Beverly Hills. The lowest tier was covered in tiny gold flakes, but the price tag comes from large diamonds studding the cake from top to bottom. It was watched over by six armed guards while at the show.

“to be able to bid on the baking equipment and other items from such a prestigious cake shop is really a unique opportunity”
Gabriel Prado, Founder of [LocalAuctions.com](https://www.localauctions.com)

After a long and successful career, Nahid has decided to close La Patisserie Artistique in preparation for retirement and to list the contents of her cake shop on [LocalAuctions.com](https://www.localauctions.com). "It is not very often the general public is invited to participate in a sale like this," says Gabriel Prado, Founder of LocalAuctions.com. He adds "To be able to bid on the baking equipment and other items from such a prestigious cake shop is really a unique opportunity".

The online only auction is taking place on the LocalAuctions.com website. Bidding is open now

through Thursday January 26th and ends at 1pm Pacific Time. There is an in person preview that will be held on Thursday from 11am until 1pm for anyone that would like to see the items before placing a bid. La Patisserie Artistique is located at 421 North Rodeo Drive, Beverly Hills 90210.

Participants must register on LocalAuctions.com before placing a bid. Registration and bidding is free and all lots have a \$5 starting bid. Winning bidders are required to pick up and remove their items by Saturday January 28th at 3pm. For more information and to view the items in the auction, visit the [Local Auctions Website](https://www.localauctions.com).

Gabriel Prado
LocalAuctions.com
+1 602-875-7336
[email us here](#)

Visit us on social media:

[Facebook](#)
[Twitter](#)
[Instagram](#)
[YouTube](#)
[TikTok](#)



Nahid Parsa in her cake boutique La Patisserie Artistique



The LocalAuctions.com Logo

This press release can be viewed online at: <https://www.einpresswire.com/article/613197347>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.