

MADRID

SHOPPING

► Madrilenians and visitors have taken to the streets! Shops are growing in number and quality, and the new shopping routes have their own distinct personality. There are global brands and emerging designers, interior design stores and gourmet shops that will delight the foodies. Window shopping is not enough!



THE STAPLES

Madrid has a long shopping history. We've got large department stores, young designers that are pushing forward courageously and age-old establishments that have so much to teach us. This varied offer benefits the viewer-shopper, who has a vast selection to choose from.

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MICRO, MACRO AND MULTI

In Madrid, global brands like Zara, Mango and Camper cheerfully coexist with Spanish designer boutiques. That's part of the charm.

From the large stores that line streets like **Serrano** and **Gran Vía** to the intimate boutiques in **Salasas**. Most Spanish designers have set their stores up in the latter district, although some are also scattered around **Malasaña**. Creators like Fernando Lomoniez, Carlos Diez, Amaya Arzuaga, David Delfin and Mónica Vinader have establishments **spread across downtown Madrid**. What's more, **multibrand** shops are another interesting option that focuses on kitting out your lifestyle: dresses, brooches, perfumes and even lamps.



01

AGE-OLD

After decades of dodging crises and steering clear of fleeting trends, some age-old businesses have made themselves essential. Hair salons, pharmacies, bakeries, patisseries... These establishments embody the most traditional side of Madrid. Small bastions that resist the overarching globalization. These long-standing businesses weather the decades waiting out crises and trends selling **local products**. There are also **hair salons** like Kinca and **pharmacies** like Real Botica de la Reina Madre, where the queen used to purchase her compounds.

Bakeries and patisseries have a quirky way of standing the test of time. Set yourself up for a route around Madrid calling in at Casa Mira for delicious **turrón** (almond candy), La Pajarita, where Lauren Bacall was a patron, and La Duquesita. Some of the capital's other staples include Ponteijos, **haberdashery** heaven, Loewe, with their inimitable leather accessories, and Grassy, the most elegant **jewellery** in Madrid. If you're looking for a souvenir that's as timeless as it is traditional, purchase a pair of **espadrilles** at Casa Hernanz, Calzados Lobo or Casa Vega.

TYPICAL SPANISH

Some things you just can't avoid. If you're visiting Madrid, your friends are going to ask you for a fan, an embroidered shawl or another type of souvenir that you can only find in Spain. Clichés are a sure bet. Nevertheless, if you're going to go cliché, make sure you do it in style. Go for local items and you'll be heading home with **the perfect gift**. Not only will you be buying something that you can't get at home, you'll also be partaking in

a **typically Madrilenian** shopping experience.

Why not choose an **embroidered shawl** from Gil Sucesor de Antolín Quevedo for your boho-chic friend. *Dulces de monja* (candy made by nuns) from El Jardín del Convento and the violet sweets they sell at Plaza de Canalejas will delight anyone with a sweet tooth. Your mother will love acting all elegant and coy with her friends as she playfully shows off a fan from Casa Diego.

01. Gran Vía starts out from Calle Alcalá
02. Calle de Serrano



TIPS

Pedestrian

Remodelling work in Fuencarral, Montera and Arenal has turned them into a vast pedestrian area, packed with leading brands, that makes for a fun itinerary from Chamberí to Ópera, calling in at Gran Vía and Sol.

Capricho

Argensola, Hermosilla, Jorge Juan, Almirante, Piamonte, Corredera de San Pablo... Each street has a distinct style, to cater to the most diverse and demanding tastes.

Chic

The Literary Quarter is living a new Golden Age. As you wander its streets you can just as easily find a Scandinavian designer lamp as vintage Moroccan jewellery.

Princesa

From Moncloa to Plaza de España, this area is great for some retail therapy. On the plus side, it isn't as busy as other more celebrated shopping locations.

Conde Duque

The area around the former Conde Duque barracks is the place for smart chic men to go looking for the best fashion shops in Madrid.

La Latina

This traditional district accommodates long-standing professional establishments, selling basketwork, candles, espadrilles...and the list goes on.

▶ DELICIOUS FLAVOURS



01. San Antón Market
02. De Gusto

MARKETS

Something as common as doing the daily shop can become a delightful experience if you fancy visiting some of the markets that dot the city. Small food havens with a history, where the products on sale are as important as the people that manage the stalls and the customers wandering around. "Adapt or die." That's the creed for the revamped **San Miguel Market**, by Plaza Mayor, which after several changes throughout its history has now developed a new market concept, where you can stock up on groceries, have a bite at one of the bar-stalls,

and enjoy different cultural and leisure activities. A different kind of market that pursues new models more adapted to our present times. Shopping for daily provisions turns into a fun endeavour thanks to the renovated **San Antón Market**, which has shaken up the Chueca neighbourhood since its recent renovation. A model of sustainable construction, with parking facilities, different international food stalls, a nursery and a terrace restaurant offering views over the area and a wonderful atmosphere.

MADRID GOURMET

Nowadays, shopping goes beyond fashion stores. Any route should include the best cheese, wine and cold meats to taste and take home for gifts. Move over, clothes: food is here to steal your thunder! A day out shopping now involves wandering around the streets looking for that extra special cheese you were recommended or that wine you read about in a magazine. You're in for a treat: **Madrid has bags of great stuff to offer**. The city stocks products from all over Spain in shops that are run by seasoned professionals where **tasting is part of the process**. An itinerary around Madrid's gourmet shops should include establishments like Poncelet (cheese), Lhardy (cold cuts), Tomad Mucha Fruta (fruits from around the globe) and Embassy (English-style delicatessen). The variety of stops is amazing, from traditional to avant-garde, from monographic to general stores.

Tip: don't go on an empty stomach

SHOW ME YOUR PURCHASES AND I'LL TELL YOU WHERE YOU'VE BEEN

Madrid has shops for every budget and for every style. Depending on how you see yourself (chic, alternative, classical), Madrid has a place that will satisfy your every need.

SERRANO

Serrano's facelift has opened a whole range of new possibilities in the city's main thoroughfare. The **widened pavements** make shop windows even more becoming, a great area for walking and shopping. **Leading brands and the most prestigious designers**, both

national and foreign, showcase their latest creations along this and surrounding streets, which go by the collective name of the **Golden Mile**. For more daring options, make for **Callejón de Jorge Juan**, a side street bustling with designer activity.

FUENCARRAL/CHUECA

Since **Fuencarral Market** opened ten years ago, the street that shares the same name, on the borders of Chueca, has been in the limelight on the Madrid shopping scene. The success of **alternative and avant-garde stores** caught the attention of **international brands**. The street was recently pedestrianised, and shoppers can now walk at their leisure, treating it like a large mall, before making their ways towards the rest of the neighbourhood, whose **LGBT community** has invigorated the commercial offer with top quality, alternative items.

MALASAÑA

The Triball area is the hippest kid on the block, so named because the streets behind Gran Vía connect to create the "**triangle of Ballesta**". Traditional establishments coexist with shops that accommodate performances and **interior design studios** eager to showcase their creations. The renovation of this **booming area** has been backed by private funding and pushed on by the neighbours. Leave your preconceptions behind, explore the streets and walk up to Malasaña, where shops favour **young, casual styles**.



01

LITERARY QUARTER

Old-fashioned bookshops and other uniquely traditional establishments in the area, like **workshops** producing leather goods, guitars, frames and shoes, now rub shoulders with new shopping destinations, packed with peculiar knick-knacks.

Behind CaixaForum, as you wander up from Paseo del Prado, you'll find

interior design shops specialising in everything vintage, from genuine antique heirlooms and furniture gems from the 19th and 20th centuries, to signature chairs and fantasy lamps. They share the street with interior design studios and **avant-garde galleries** where you just might find a piece that is set to become a cult object in the future.



- 01. Beso
- 02. Calle de Jorge Juan
- 03. Cacao Sampaka

GRAN VÍA / SOL

Calle **Preciados**, one of the busiest shopping streets in the world, connects Gran Vía, Madrid's grand avenue, and Puerta del Sol (with Kilometre 0, from where all distances are measured). Crowds pack the street lured by the vast offer of shops, taking advantage of the pedestrian area. The **pedestrian** trend has ex-

CONDE DUQUE

The word franchise is anathema. This is **microshopping** paradise, the stronghold of the little retailer, where you'll chance upon that jumper or lamp you didn't know you needed. Streets like Calle **Limón**, **Amaniel** and Travesía de **Conde Duque** sell flowers, vinyl records, comics, art books, English soap... All enveloped in an **indie aroma**, coexisting peacefully with haberdasheries and ironmongers.

SALESAS

If you're wandering around the neighbourhood and feel like you are on the set of the show *Gossip Girl*, don't pinch yourself. It's for real. This place is home to fashion **showrooms**; it's a genuine **trend laboratory**. Shopping is structured around two streets, **Argensola** and **Barquillo**, which are home to a variety of shops, from multi-brand establishments to boutiques. You'll find **avant-garde fashion** on Calle Almirante and the **latest in footwear** on Calle Campomanes.

panded to nearby streets making shopping a lot easier in this part of the city. Shops are extremely **varied**, with a focus on **souvenir** shops for tourists and flagship stores for the **leading fashion brands**. All the important Spanish names are here. Top quality at low prices, which is just what most shoppers are after.

▶ LAST BUT NOT LEAST

EL RASTRO

Sundays and public holidays are the best days to go shopping in downtown Madrid. **Plaza de Cascorro and Ribera de Curtidores** boast over one thousand stalls when El Rastro flea market sets up, spilling out onto nearby streets like **San Cayetano**, home to painters, and **Fray Ceferino Gonzalez**, formerly affection-

ately called bird street. A sea of people in search of bargains and treasures. The **haggling** really kicks in at midday. Valuable crafts, second-hand clothes, jewellery, you name it! Local businesses also open in the area throughout the week. This would be a better time for browsing the **antique shops**.



▶ WHAT'S ON

Visitors come to Madrid in search of the most specific, sophisticated and outlandish items. The city is all about a combination of trends: an offer that is lively and surprising.

Cibeles International Fashion Week

FERIA DE MADRID

FEBRUARY & SEPTEMBER

A biannual fashion event that transforms Madrid into the leading international showcase for Spanish designers. The myriad parallel activities ensure major media impact.

Almoneda

FERIA DE MADRID

APRIL

Some 150 galleries, antiquarians and auction houses showcase over 25,000 objects from all over the world, which are always at least 50 years old. Direct sale is available.

Casa Decor

VELÁZQUEZ, 29

MAY – JUNE

Showcasing the latest trends in interior design, celebrated in parallel with cities including Barcelona, Milan, Miami and London. Over 300 companies attend this leading interior design event.

Fashion's Night Out

SALAMANCA DISTRICT

SEPTEMBER

A selection of the most exclusive stores in

Madrid will open until midnight during the celebration of *Fashion's Night Out Madrid*.

Feriarte

FERIA DE MADRID

NOVEMBER

This antique fair is open to the public and offers direct sale. The last edition gathered 125 sellers and 18,000 pieces that were at least one hundred years old.