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IN BARCELONA

YOUR **ULTIMATE** GUIDE
TO SHOPPING IN
BARCELONA

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LETTER FROM THE EDITOR:

BENNY

MOUCKLEY

Managing Director at SuiteLife Barcelona

I must admit to you off the bat that I'm not exactly what you'd call a fashionista. For me, keeping up with the latest fashion trends can be a dizzying endeavor, and hence I prefer to try and collect a few classic pieces every now and then, knowing they will always be fashionable, or at the very least will come back into fashion sometime in the future. I know, I know, what a newbie right?. Thankfully, then, this book wasn't written by me but by our super fashion writer, and Los Angeles scene veteran, Charlotte Giver.

Charlotte has mapped out the city for you in a concise and easy-to-follow guide on the best shopping in Barcelona. Fashion seems to ooze out of the Catalán capital and there is no shortage of shopping. What IS difficult though, is narrowing down which stores and areas are the best of the best, so we've saved you a lot of energy and will tell you exactly that!

I arrived to Barcelona in August of 2004. I was 23 years old, about to start an MBA program, and without a clue in the world. Luckily, I had my good friend Carlos to show me the way and give me great advice as I learned the ropes.

The Barcelona Bible series of free eBooks is meant to give you concise info and recommendations from the eyes of



a local. Whether you're visiting, moving to, or living in Barcelona, we are confident that our tips and tricks will help you experience the best that the city has to offer and enjoy beautiful BCN as much as we do!

Enjoy!

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SHOP IN OUR SHOES

The intention of this free eBook is to bring all girls (and a few guys too) together to exercise one of our many talents, shopping! Shopping in Barcelona is a special experience and trying to avoid it is similar to quitting smoking, very difficult! One thing is for sure: Barcelona shopping is just not as fun when you don't have a clue as to where you are going, when you're surrounded by hordes of dilly-dallying tourists, or when you're riding the sweaty crowded metro trying to make it to that really cool vintage shop that you just never end up... finding! UGH!

Whether you live in Barcelona, are moving here, or are just vacationing, you've come to the right place for insider info on shopping in Barcelona! After you read through this eBook over your morning coffee or mimosa on

your balcony, you'll have all the expert knowledge you need to set out on your shopping adventure. Just make sure your husband/boyfriend/guy-friend has read one of our other eBooks ([LINK](#)) so that he's kept busy drinking or doing some sports or sightseeing while you're out on your shopping spree.

So why shopping in Barcelona? We have been doing this for a while now (creating excellent free eBooks & Shopping in Barcelona.) Paris and Milan may get all of the Euro credit, but with absolutely amazing local talent, and a mind boggling array of fashion boutiques, Barcelona is surely underestimated. Therefore, we are here to let you know why Barcelona is the Neverland for every fashionista. We have closely studied everything from emerging designers and jewellers to beauty services and the latest trends

right here in the city of Barcelona. From hidden vintage stores and retro styles to high-tech brands and amazing cocktail wear, we will guide you through the different neighborhoods of Barcelona and let you know exactly where to go for those outfits you would give up your vision for.

Happy Shopping!

WHERE TO SHOP

DOWNTOWN IS THE NEW UPTOWN

Raval Barcelona is in our opinion one of the most underrated Barcelona neighborhoods. If you're walking down 'Las Ramblas' it's basically everything to your right hand side. Raval is well known as the 'dodgy' or 'chungo' area of the city. We think it's one of the most interesting and enjoyable neighborhoods, an eclectic mix of colours, people, and cultures. It's not surprising then that you can find some seriously cool and trendy stores! Slowly (read: very slowly), and for better or worse, Raval is falling victim to gentrification and is losing what makes it so rich, however the shopping just keeps getting better! We advise you to head into this neighborhood and checkout all it has to offer. Just make sure you are aware of your belongings at all times and don't leave your iphone in your back pocket! The top part of the Raval is probably your best bet.

Twiggy: Just a few steps from the MACBA you will find Twiggy, a shoe-shop that features the most stylish designers for men and women. With a really



RAVAL

tempting selection, we highly suggest you pay a visit.

Carrer d'Elisabeths 20

Casimiro: Are you in show business or just looking for some supra-fly original shoes? This is the place to go. Casimiro offers handmade shoes for people in the music and entertainment industry.

Carrer de Joaquin Costa, 57

Comite': Comite' is very cool. Seven young designers are working together in this boutique surrounded by accessories, books, magazines, drawings and exhibitions.

Carrer del Notariat, 8

Holala Plaza: Retro furniture, vintage gems imported from Japan, USA and the EU - this vintage boutique is not to be missed! Browse through the two floors and spoil yourself. Holala Plaza is one of three and the sister stores are located nearby in the same area.

C Valldonzella 4

Bulala: The best shopping is usually found on the hidden streets of Barcelona, and Bulala is no exception. Beautiful

dresses, outstanding jewelry, hats, blazers and fab jackets - here you will find clothes that you won't catch anyone else wearing.

Ramellers 24

Lacol.lectiva: This store offers a wide range of styles and you will find everything from very girly 60's-style inspired wear to more delicate and classic pieces. Lacol.lective also stocks stylish jewelry, boots and shoes.

Calle Lluna 6

Don 16: Cool lines from established and up-coming designers.

Calle Doctor Dou 16

CHIC & BOUTIQUE

This section is a must-read but even with or without this guide book, you probably would find yourself stumbling across one of the streets in Gotico anyways (most likely Portal de Angel). El Gotico is located in between Las Ramblas and El Born and is in fact the perfect area for our favorite activity - go figure! Walking down Portal de Angel, you will find a wide variety of stores such as Zara, Mango, Pimkie and Stradivarius. Enjoy a trip to H&M's beautiful superstore, located right here (this store almost looks like a castle!). Sidenote: I believe that shopping at this H&M store sometimes feels like an Olympic event it's so crowded.

Before listing our favourite stores in the El Gotico area we want to let you know that going shopping on Las Ramblas (on the actual street..) is not such a great idea. This street is crowded as in c-r-o-w-d-e-d and the shops are overpriced. It's a tourist trap, if you will. So don't want to waste your time queueing in the boutiques on this street when you have the opportunity to go shopping in the trendy El Gotico.

Claires: Did you know that the style-icons Mary-Kate and Ashley Olsen are designing jewelry for this accessory brand?

Carrer de la Portaferrissa 30

Adidas Original Store: At Adidas Original Store, you will find fab sportswear to wear at the gym or why not (and even better) while on your shopping adventures! (Pst, they have chang-

ing rooms if you are planning on a long shopping day!)

Carrer d'Avingo 6

Mango: This must be one of the most popular stores in Barcelona. Everyone loves Mango. That's just the way it goes. With beautiful dresses, casual wear and chic pants and shirts, this popular brand (established in Barcelona in 1980) has an endless list of shops in the city.

Avinguda del Portal de Angel 7

Pepe Jeans: Did you know that there was a Pepe Jeans boutique in Barcelona? We didn't until we did some research. Clear London style with collections for both men and women.

Carrer de la Portaferrissa 25

Ndorfina

In Ndorfina, located in the Gothic Quarter, you will find a lot of exclusive brands for both him and her. This beautiful and dynamic boutique stocks collections by young designers.

Baixada de Viladecols 3

Loreak Mendian

A showroom of street-style and urban fashion. For every fashionista.

Carrer del Duc de la Victoria 9

Roy Alty

Exclusive and casual shoes for both him and her with brands such as Fornarina, Sebago and Kickers.

Avinguda del Portal de l'Angelo 36



EL GOTICO

CHIC & BOUTIQUE

One of our favorite Barcelona shopping areas is El Born, and we can't imagine that we are the only ones in love with this magical neighborhood. El Born consists of many beautiful but pricy boutiques and shoe shops. Small, intimate, friendly and stylish - El Born is perfect for families, expats, fashionistas, hipsters, tourists and couples in love. It is in the coolest part of the city where just about everything fashionable is happening - in art, design, fashion, restaurants, cocktail lounges, dance clubs. But let's focus on the shopping shall we!?

Two of the main streets for shopping are Carrer de la Princesa and Carrer de l'Argenteria. The true gems though, are to be found by venturing through the charming little winding streets, especially off Passeo del Borne. Try *C/Rec and C/ Guillem*. Don't be afraid to ask people about directions. Many people in this area do understand and speak some English. Here are our fav stores!

RqueR: If you're looking for local talent, this is the place to go. You will find a lot of nice evening wear but also a lot of fab casual clothing. The second floor showcases a lot of nice accessories. Check it out.

Carrer del Rec 75

Ague del Carmen: The two friends Rona Milian and Carmen Bautista are running this fantastic store that features a lot of wools and wovens, 60s patterns, and retro-styled skirts. Here, you will also find a nice play of

evening wear!

Carrer Bonaire 5

Irene Bartomeu: Irene Bartomeu's boutique carries ponchos, jackets and pants in the winter, and skirts, dresses and tank tops in the summer. Guys can find very special and cool vintage ties here!

Carrer Carders 29 & 31

Lomography Shop: From pretty prints to dreamlike colors, this shop has everything any fashionista could ask for.

Carrer Mirallers 2

Rafa Teja Atelier: This accessories shop carries wonderful bags and chic jewelry but is more famous for its scarves and shawls. Skirts and jackets are made of carefully-sourced Kashmiri, Chinese and Indonesian textiles.

Carrer Santa Maria 18

On Land: This chic shop has a line-up of Barcelona's leading urban design labels. Here you will find plenty of items that you can't find anywhere else.

Carrer Princesa 25

El Delgado Bull: Visit El Delgado in order to meet Barcelona's most talked-about fashion designers. Here you will find clothing in all different shapes and textures. The designers: Anna Figuera Delgado and Macarena Ramos Bull are considered being one of the country's hottest fashion creators.

Lledo, 4-6

Coquette: Everything is beautiful at Coquette. The smooth wooden tables, the elegant fitting rooms and the chic yet cosy clothes. And of course, the female customers as they leave the shop with pastel-coloured silk under their arms and a happy glow on their faces.

Carrer Rec 65 Born

La Comercial: Where Karl Lagerfeld rubs shoulders with Alexander Mc-

Queen and Vivianne Westwood.

Women: Carrer Rec 52

Men: Carrer Rec 73, and 77

Le Swing & Blown by Le Swing: Swedish expat Guiselle manages our favorite go-to vintage store "Le Swing Vintage" located in the heart of El Born. Located on C/ 16, this boutique has two floors and a sister store called Blown by Le Swing which is located on C / Guillem 3. These two vintage stores carries everything from Louis Vuitton suitcases, Chanel bags and Gucci blazers (140 Euros) to Jimmy Choo shoes (69 Euros) and old Hollywood accessories that Samantha in SATC would die for.

Le Swing C / Rec 16

Blown by Le Swing C/ Guillem 3

EL BORN





PASSEIG DE GRACIA

FIFTH AVENUE GLAMOUR

From fast-fashion chains such as Shana (the sister store of Friday's Project) and Cos (the new line from the H&M) to the highest end brands on the planet like Santa Eulalia & Chanel, Passeig de Gracia, also known as Paseo de Gracia, is Barcelona's epicenter of fashion.

Reminiscent of Breakfast at Tiffany's NY, this street's boutiques offer clothes

that you almost would give up your first born to have in your closet. Seen as the city's Fifth Avenue, Paseo de Gracia is located in the central part of Eixample neighborhood, stretching from Placa Catalunya to Carrer Gran de Gracia.

Pretty much all the most important international and national fashion houses have their boutiques here. Among honored designers you will find Tiffanys, Yves-Saint Laurant, Dolce and Gabbana, Adolfo Dominguez and Loweve. Paseo de Gracia is also a place for luxury hotels (Mandarin Oriental), upscale dining spots (Parco) and coffee shops (Buenas Migas). For those of you looking to spend a little less, stay near the bottom of the street, closer to Plaza Catalunya, where you can still find very cool pieces yet not break the bank.

Chanel: Classic and timeless, Chanel never (never!) goes out of style. *Paseo de Gracia 70*

Tiffany & Co.: No, you are not hallucinating. There IS a brand new Tiffany & Co. store that opened in the bottom of Mandarin Oriental Hotel. Too good to miss. *Paseo de Gracia 38-40*

Burberry: With stores all over the world, this iconic British luxury brand has a very prominent storefront in Barcelona, and is maybe one of the most beautiful stores architecturally on all of Paseo de Gracia. Just stroll in and take a look around. *Paseo de Gracia 56*

Yves-Saint Laurent: Here you will find beautiful accessories, bags, eyewear, per-



fumes, and women's clothing and shoes. Not bad! *Paseo de Gracia 102*

Dolce & Gabbana: This Italian luxury fashion brand has one of its flagship stores on Paseo. They carry fabulous clothes no matter the season and guests are greeted with some truly amazing customer service. *Paseo de Gracia 93*

Jimmy Choo: You can't help but stare stupidly, jaw on the floor, at the stunning shoes in their window. Wanna drop a month's paycheck on shoes? This is the place! *Paseo de Gracia 97*

Cos: After wildly successful collaborations with Stella McCartney, Viktor and Rolf and Karl Lagerfeldt, it comes as no surprise that H&M has decided to delve into the higher end, while still keep-

ing things accessible. The new concept is called COS (Collection of Style). Check it out! *Paseo de Gracia 27*

Shana: Pay attention and you'll notice people walking with Shana shopping bags all over the city. It's no wonder as this store is growing rapidly in popularity and carries fabulous clothes. Shana is actually a Catalán store by the same company that owns Friday's Project. *Paseo de Gracia 91*

Stradivarius: With a youthful and fresh take on fashion, Stradivarius is the equivalent of the American Abercrombie and Fitch. *Paseo de Gracia 11*

Bershka: Bershka is by the same owners of Zara and it comes as no surprise when you walk into the store. They have

young and hip clothes and you can easily find nice summer dresses, cute shorts and great shoes at affordable prices. *Paseo de Gracia 7*



BOHO & ALTERNATIVE FINDS

During my first months here (time flies like a little blue bird), I lived in lovely Gracia Barcelona. This neighborhood is situated above Av. Diagonal and has a markedly different feel from the rest of Barcelona. With an enchanting village-within-a-city feel, this neighborhood was once a small town in its own right until it was gobbled up by the city. Gracia is special not only when it comes to restaurants and sightseeing but also when it comes to the people, events and shopping!

Gracia is bohemian, artsy, alternative, and if you want to discover some unique spots then this is the place! Gracia is one of the hippest areas of the city and a hub of youthful energy. You'll find some international brands here such as United Colors of Benetton and the Italian clothing/lingerie brand Intimissimi, but what's really exciting are the small clothing and shoe boutiques that are scattered about. We'll give you a brief summary of some of our favourite shopping in Gracia. Go buy yourself a 'cortado' (a short espresso with steamed milk and very popular in Spain) as a pick-me-up, jump on the Metro L3 and get off at "Fontana". Sidenote: Definitely checkout Calle Verdi ([LINK TO PROFILE](#)) and use that as your base to explore. Gracia is your oyster!

Noel Marsal: Visit the elegant fashion store Noel Marsal for some beautiful

clothing items.

Carrer Verdi 3

Nagore: Nagore is one of the boutiques you just have to visit when you are shopping in Gracia. This shoe store specializes in creating handmade shoes for women, men and children. The company only sells eco-friendly leather.

Calle Astruries 50

Jet Lag Eze: This fashion boutique might be a little bit pricy but the experience and the clothes are worth every penny. This boutique carries brands such as Girl, Paramita and Frederichams. The quality of the different international brands are really something.

Calle Torrijos 52

Limobebe: Started up in the Netherlands, this fashion label was set up in Gracia in the 1990's and since then, this boutique has proven to be a very big success.

Rambla de Prat 9

Gallery Vintage: Vintage and Second-hand boutique Gallery is definitely worth a visit. This boutique is a cheap option with items that are less stylish in appearance. With clothes from the 1960s to the 80s, spoil yourself with clothes that you won't catch anyone else wearing. Just a 10-minute walk away, you'll find a Humana charity shop, with the most incredible bargains.

Torrent de l'Olla, 117 and Travessera de Gracia, 85 Gracia

Philo: This is what we would call a shopping paradise. With the ability to suit a lot of tastes and styles, this boutique is modern and very impressive. Even though the boutique is very modern, it still has a contrast of retro style clothing.

C del Penedes 3

BAUM: Baum is the shop that any girl with great taste in music would love!

This boutique carries somewhat vintage but also always trendy styles.

Seneca 29 Gracia / Metro Diagonal

Retro City: Retro City is located in the Raval neighborhood but also right here in Gracia. Accessories, hats, shoes bags - you will find it all here! Even though it doesn't look that delicious from the outside, you will love the inside.

Travessera de Gracia, 154

SNÖ: Welcome to Snö and welcome to Winter Wonderland where all clothes and products are of Swedish conception. Get lost in this spacious store and turn into a Nothern girl (just like me...) in both looks and spirit.

Seneca 33 Gracia

GRACIA

SHOPPING FOR THE LONG HAUL

Beautiful Avinguda Diagonal is one of the longest streets in Barcelona, stretching all the way from Diagonal Mar to Zona Universitaria and beyond. This five kilometer long avenue is, in our opinion, the most beautiful street in the city and has a lot of exclusive stores stocking plenty of international designer labels. With boutiques such as Calvin Klein, Gorgio Armani and Gucci you won't be disappointed. Furthermore, if you are looking to decorate your home with some trendy furnitures or chic

design, this is where you should go.

BCBG: There is nothing not to love about BCBG. Beautiful yet casual clothes, fab cocktail dresses, office wear and chic handbags. A little bit pricy but worth every penny! For that New York look!

Avinguda Diagonal 590

Maisons du Monde: On Avinguda Diagonal, one will find a lot of nice interior design stores. One of these is Maisons du Monde. Beautiful in - and outdoor decoration and furnitures for your home.

Avinguda Diagonal 405

Massimo Dutti: With fair prices and trendy clothes, this store is a little bit more upscale than Zara.

Avinguda Diagonal 3

GANT: The traditional American clothing brand Gant has one of its stores

located just off Diagonal on Rambla de Catalunya. Stylish and tasteful clothing with acceptable price tags.

Rambla de Catalunya 135

Zara Home: The clothing line Zara has one of its interior design stores right here on Avenue Diagonal. And oh so many beautiful things! Everything from cute and fluffy blankets to vintage-inspired frames and mirrors. Everything you need to decorate your home! Definitely worth a visit!

Avinguda Diagonal 413

Rosa Clara: For amazing evening-wear, cocktail and wedding dresses.

Avinguda Diagonal 409

Nine West: Visit the famous US brand Nine West for some beautiful handbags and shoes.

Avinguda Diagonal 3



AVINGUDA DIAGONAL

UPTOWN LUXE AND SOPHISTICATION

You can think of Zona Alta as the Upper East side of Barcelona. After the 1940s, the upper class of Barcelona slowly started to move their suitcases over to this part of the city. If you have a big budget and want to escape the tourists, this is neighborhood to visit. Here, you will find a lot of exclusive boutiques that carry brands such as Prada, Hermes and Marc Jacobs. However, you will also stumble across independent Spanish boutiques with amazing gowns and cocktail dresses.

Jofre: This exclusive shop carries young fashion and is dedicated to women. Here, one will find designer brands such as Fendi, Tods, Hogen, Ralph Lauren and Marc Jacobs.

Carrer de Francesc Perez Cabrero 7

Ido: A woman fashion boutique that carries both evening dresses and casual clothing. Beautiful items!

Carrer de Laforja 15

Groc: All guys, look this way! Groc has exclusive Prada collections for men!

Carrer de Muntaner 385

Hermes: This exclusive French brand combines luxury and style. Here you will find fine leather items, the famous Birkin handbags and silk ties.

Avinguda de Pau Casals 13

Debany: This shop is specializing in bathroom items. With attractive products at affordable prices, this shop is suitable for practically everyone.

Carrer Muntaner 471

Ordning & Reda: Established in Scandinavia, Ordning & Reda is a unique concept. With a pure and simple design, one will find everything from notebooks, pen cases and diaries to beautiful



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frames and photo albums.

Via Augusta 40

Los Zapatos De Maria: In this beautiful but tiny shoe shop dedicated to women, one will find everything from amazing shoes to chic handbags. Designer brands: Otto et Moi, Rupert Sanderson and Neil Barrett.

Carrer d' Amigó, 47

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VINTAGE

THE HOTTEST VINTAGE AND SECOND HAND FINDS

There is nothing like some experienced advice when it comes to vintage shopping in wonderful cities such as New York, Los Angeles, London and of course Barcelona. Sometimes these boutiques can be hard to find as they are not located on the big tourist/shopping streets. Therefore, I'll map it out for you! Listen up Barcelona shoppers and vintage lovers! Here are my favorite vintage stores in Barcelona:

El Mercadillo - This large and quirky shop stocks a mixture of real vintage - inspired clothes. If you're looking for fake Rayban Wayfarers, Sixties style and Mod bags and Beatles T-shirt, this is the place to go! A bit like a mini Camden Market really. *C / Reina Amalia 19*

Le Swing & Blow by Le Swing - Everyone with every type of style is sure to find their favorite accessories in this store as the pieces are sure to warrant many "where did you get those?"

questions. But you have to hurry over here ASAP because I can tell you one thing: It goes fast! These two stores are located in the heart of El Born and offer carefully selected high-quality pieces, including the odd designer finds as well as accessories such as bags and sunglasses. With two floors (the first filled with accessories, bags and shoes and the second with amazing clothes from Christian Dior and Gucci suits to Chanel dresses) *Le Swing is located on C/ Rec 16. Blow by Le Swing is located on C/ Guillem 3*

Exodus - Exodus is a nice little vintage and second-hand boutique in the Born area. This store carries clothes and items from the Sixties, Seventies and Eighties. They have quite a good selection of casual wear; think t-shirt, jackets, jeans and hippie dresses. However, if you are looking for unique vintage pieces, this is not the place for you. *C/ Carders*

Wild - Situated in the Raval, Wild

mainly sells retro sunglasses from the Forties to the Nineties, including models from designer brands like Cazal, Christian Dior, Yves Saint Laurant and Boll. There are also a few accessories such as vintage bags and purses in stock. Check it out!

C / Joaquin Costa 3

Holala! Plaza - Located in the Raval, this store stocks a mixture of vintage clothing, furniture and knick-knacks, as well as changing exhibitions in its next door gallery. The shop mainly sells clothes, and accessories from the Sixties, Seventies and Eighties as well as current collections and they also run evening events. *C / Valldonzella 4.*

Hulala! and Retro City on Carrer Tallers - Just one street down from Plaza Catalunya, you will find the vintage boutiques Retro City and Halulu Heiau. Both located on Carrer Tallers, you will find chic clothes, bags and accessories at affordable prices. Plenty of jeans shorts, cheap converse, maxi skirts, floral frocks, polka-dot dresses, sequin tops and tanks, chanel-lookalike shoes, boots in different colors, cute cardigans and jeans with fun prints. However, take your time and be patient because searching through these racks can be a hard task if you are not an experienced secondhand shopper. But once you are done, be prepared to stand out from the crowd as you will find things that no one else is wearing. This i.e. exactly what I truly love about vintage.

Fin de Sicles - Originally Belgian, this furniture store stocks an impressive selection of art deco furniture, household items and decorations from the Thirties to the Fifties. They also offer a resaura-



A WOMAN'S RIGHT TO SHOES

SHOES

We have all watched *Sex and the City* right? Many of us ladies are just as addicted to shoes as Carrie Bradshaw herself, agreed? From the beach to the city street, your shoes are a chic addition to any outfit and there is nothing like sitting on a flight back home from Barcelona with fab shoes right next to your other purchases. Boots, wedges, flats, heels - we love them all! However, we all know that fab shoes, many times, equal empty wallets. Well, not anymore. Or at least not here in Barcelona!

You can find nice shoes at affordable prices and of course, gorgeous shoes with higher quality and a more frightening price-tag. After spending a lot of time out in Barcelona, researching good shoe stores, we decided to make a section about shoe shopping as we know that this will make both you and your feet happy!

Actually, the trick to finding the perfect shoe is to first find the perfect street. Lucky you if you have already found this next street (well, good for your closet but bad for your wallet..). If you are as lost as we were the first time we arrived in Barcelona, look this way! One of the best streets for shoe shopping in Barcelona is *Carrer Tallers*. We are not talking about fancy shoes here. When walking down *Carrer Tallers*, you are likely to find a lot of cool boots (we are talking cowboy, bohemian-chic...), converse shoes in different styles and colors, New Balance and great customer service...you name it, you got it all right here! This street is situated one street down from *Plaza Catalunya*. You can literally walk down Las Ramblas and make your first right turn. Another street is *Carrer Rec* in *El Born*. Here you will find cute vintage shoes! (*Le Swing* has a good selection of really fine vintage!)

If you have a bigger budget and are looking for the 'real thing', go to *Passeig de Gracia* and shop until you drop (literally!). Here you will find luxury brand stores such as *Jimmy Choo* and *Manolo Blahnik*, *Chanel* and *Dolce and Gabbana*. Stroll down this street and you will start feeling like Audrey Hepburn or Elizabeth Taylor. However, here you can also find cheaper options such *Stradivarius*, *H&M*, *Blanco* and *Bershka*. The trends always come and go but the shoes you'll find at *Passeig de Gracia* always stay in style.

If you are planning to walk around the city for hours, a sandal might just be your best option. But wearing a sandal doesn't mean slumming it in flip-flops, am I right? Visit *Manual Alpargatera*. Located on *Carretera Avinyo 8*, this shoe store sells nothing but hand made shoes. They manufacture sandals for

well-known brands.

For a good comfort shoe with a fantastic design head back to *Passeig de Gracia* and visit *Bally* (located on *Passeig de Gracia 30*.) The quality as well as the beauty is beyond. Here you can also find stunning handbags and leather jackets.

If you weren't a shoe addict before, you will be now.





SHOP SMART

When shopping in Barcelona there is really no need to be spending the big bucks. With stores like Zara, Mango and trendy H&M you will find quirky styles and clothes that will put a classic staple in your wardrobes. These stores are spread out all over the city. Go to Passeig de Gracia 16 for some shopping at Zara's biggest store in the city. Across from El Triangle and cafe Zurich you will find H&M, Mango and Zara, all located pretty much next to each other. This street is called Calle Pelayo. Here you will also find the amazing lingerie stores: Women's Secret, Etam and Oysho, where you can find great sleep and beach wear at affordable prices.

There is nothing that says sales more

than the '%' sign, but sometimes Spanish stores don't use this symbol as a part of their window display. Therefore, make sure you know the word "rebajas" (Spanish for sale) and "rebaixes" (as it's called in Catalán). Repeat after us: Rabajas, Rebaixes. No one wants to unknowingly pass up a good sale because they didn't even notice it was a sale. Therefore write down these words in your little pink notebook for your own good. There are two big sales in Barcelona. The winter sale starts during the second week of January and lasts until the end of February. The summer sale begins in the middle of July and lasts until the end of August. Discounts of 20% - 70% are offered. But hey, don't get in the way of the natives at the Corte Ingles on the first day of rebajas if you

want to keep all your limbs in tact. Remember, there are three periods during each of the rebajas; the first rebajas, then a bigger mark down for second rebajas and then the final clearance. So you will have plenty of time to find everything you could possibly need. A word to the wise though, the good stuff goes quickly so if you want to some good finds you'll have to get in there swinging with all the other early bird sales shoppers.

REBAJAS

IN CASE OF RAIN OR EXTREME HEAT

For those rainy or cloudy days.. As you've seen by now Barcelona is a cosmopolitan city with a huge number of stores for all types of shoppers. We have covered everything from cheap discount stores to expensive shops and hidden vintage boutiques. So far, we have reported from the streets of Barcelona so we thought it is time to give you a tour through the different malls here in the city - because there are a few worth getting acquainted with. Shop till you drop!

El Triangle: If you are looking for US, UK or maybe even German magazines in Barcelona, don't look any further. Next to Plaza Catalunya, you will find the EL Triangle Mall. In this smaller mall you will find everything from fashion and design boutiques to beauty and book stores. With FNAC, a book store with so much more to offer than just books, spend your Saturday afternoon browsing through the different magazines. Select your favorites and get a cup of coffee from Zurich coffee shop just next to the magazine stands or at Starbucks (also just next-door) If you go outside, you'll even find a couple of magazine stands that carry tabloids such as The Daily News and newspapers such as the The Times.

In El Triangle, you will also find Sephora. This leading beauty retailer has everything a girl could possibly need when it comes to cosmetics, fragrances and perfumes, skin care and beauty products (...as well as makeup tips.) Just take my advice on this one: don't let any of the staff here do your make-up. Mark my words : d-i-s-a-s-t-e-r!

El Triangle is located on c/ Pelai 39

El Corte Ingles: Across the street from El Triangle, you will find the department store El Corte Ingles, located on Placa de Catalunya 14. Stocking almost everything you could possibly need, it's not easy to avoid this big, and excuse us for saying, rather ugly building! There are a few other El Corte Ingles department stores around Barcelona but this one is the largest one. Everything from a big supermarket, wonderful gourmet food, beauty products and perfumes to a hardware store and bridal wear.

www.elcorteingles.com

Placa de Catalunya 14

Arenas Shopping Mall: We highly suggest you to go and do some shopping at Barcelona's newest shopping center, Las Arenas, which is located at Plaza Espana. With a lot of great discount stores (Pst, nailpolish for only 2.99 Euros! Whoa whoa!) Located opposite to Fira Montjuic, MNAC and the famous Magic Fountain this shopping mall is in fact an old bull fighting ring and the renovation took several years to complete. Here you will find stores such as Mango, Zara, Desigual, Berschka and Sephora. Rock it out and don't miss the opportunity to go up to the rooftop in order to visit one of the shopping mall's delicious restaurants.

Gran Via Corts Catalanes 373 - 385

L'illa Diagonal: On Avinguda Diagonal 55-559 you'll find L'illa Diagonal, an

amazing Barcelona mall. We can only give you a taste of the plethora of cool stores. You'll find Custo, Diesel, GStar, Zara, Bimba & Lola, Lacoste, Miss Sixty, amongst many others. On the lower level, they have the best mall 'food court' in town, with amazing and varied restaurants that are perfect for a shopping lunch break!

www.lilla.com

Glories

Les Glories shopping mall is located on Avinguda Diagonal right behind the famous Torre Agbar building and has a lot to offer. Zara, Body Shop, Massimo Dutti, Stradivarius, Pull and Bear, Starbucks, and a huge CarreFour are just some of the great shops you'll find here.

Avinguda Diagonal 208

Diagonal Mar Shopping Center

Does 95,000 square meters of shopping space, on three levels, sound like enough for you? This is Spain's largest shopping mall and has over 150 well known brands as well as cinemas and some great restaurants. This is the Mecca of Spanish mall shopping, so put aside a whole day, head over there and get lost in the madness.

Av Diagonal, 33-35



SHOPPING CENTRES



A BIG STEP FOR MANKIND

In case you haven't noticed, the men in Barcelona know how to dress! So this leaves us wondering what the trick is to their well put-together outfits. The men in this city manage to combine casual with chic in a tasteful way that you won't find anywhere else. We wanted to know where the men in this city go to get the latest trends, office wear and casuals. Read and take notes, dudes!

Located on *Passeig de Gracia* 27, you will find *COS*. *COS*, or Conception of Style, is the new concept from *H&M* and here guys will be able to find everything from trendy shirts, pants and shoes to fancy suits and leather bags. A little bit more pricy than *H&M*'s ordinary collections, but it's sure worth it! Perfect office as well as casual wear.

With brands such as Dior, Lanvin, Tod's, Tom Ford, Prada etc. this luxury boutique is located on *Passeig de gracia* 93 and is perfect for the guy who is looking for some high-quality wear. *Sant Eulalia* surely is a store of its own kind! When shopping here, expect excellent customer service and a glass of champagne.

Some might say that *Zara* is mostly for women, but think again! With 8 stores located all over Barcelona, *Zara* has something for every man. Whether you are looking for a cool tee, nice blazer, suit, leather jacket, shoes or bag - you will find it right here. Definitely worth a visit! The biggest store is located on

Passeig de Gracia 16

Massimo Dutti has sophisticated wear for both women and men. However, we would agree that this store specializes on mens wear and there is a lot to choose from. It's a little bit more pricy than *Mango* or *Zara* but the prices are still reasonable. Choose from the different locations: *Avignuda Portal de l'Angel* 16, *Rambla de Catalunya* 60, *Gran Via Corts Catalanes* 609.

Located next to *Placa Catalunya* on *Carrer Bergara* 1, one will find the UK brand - *Topshop*. If you haven't been, we strongly recommend you pay a visit asap! Cool t-shirts, jeans, shorts, vests and jackets - *Topshop* has it all! With reasonable prices and a lot to choose from you won't be leaving this store

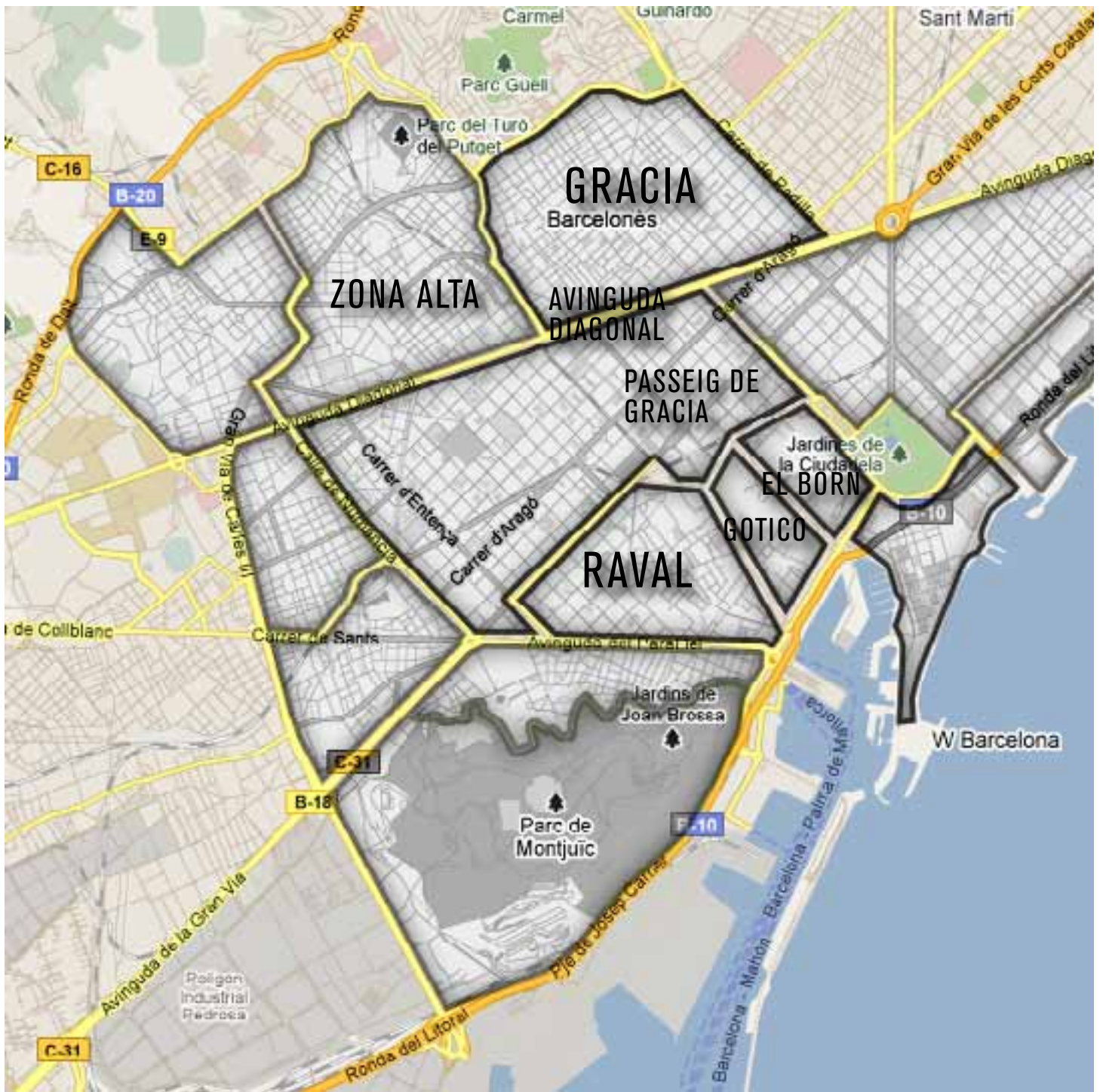
empty-handed.

Diesel is an excellent store for men's shopping. They have high quality innovative clothing. It's not cheap, but these are pieces that will last you a long time. *Pg. de Gracia* 19

Pst, if you are looking for awesome sneakers - *El Born* is the place to go! Here you will find a lot of cool, trendy and independent shoe shops. Also, walk down *Portal de Angel* and turn onto *Portaferriusa*, for even more great shoe shopping!



MENSWEAR



SHOPPING HOURS

There is no exact standard for Barcelona shopping hours, so we'll give you as complete a breakdown as possible.

From Monday to Saturday stores usually open from between 8-9am. The majority of stores in Barcelona still respect the world famous 'siesta', meaning they close from 2pm until around 4-5pm. Then they open again from between

4-5pm and close anywhere from 8-9pm. There are quite a few exceptions too. On Saturdays many stores are closed from 2pm for the rest of the day, while some stay open all day. Sunday shopping is generally impossible, except for a couple places like Maremagnum Mall. Also take note that August is Barcelona's lightest shopping month as most people are on vacation. This means that many of the smaller stores will actually shut

down for part or all of the month.

With so many variances in shopping hours in Barcelona it's sometimes hard to know when things are actually open. When in doubt, call ahead first and ask what their hours are. Otherwise, and this has happened to us many times, you'll end up in front of the closed store cursing yourself that you didn't call ahead.

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HILARY ARCHER

SuiteLife Barcelona is a Real Estate and Lifestyle company located in beautiful Barcelona, Spain. We have hundreds of apartments all over Barcelona and specialize in helping our clients find the home of their dreams.

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ABOUT THE AUTHOR:

CHARLOTTE
GIVER

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Fashion: it's actually funny how I ended up writing about it. Once upon a time I was one of those people that thought that anyone involved in the fashion industry was a shallow and superficial human. At the same time though, I was always wearing the latest designers and rocking my studded stilettos. So for all intents and purposes I was being a bit of a hypocrite. A little more contemplation and I arrived at the conclusion that in fact I love fashion, and that 'fashion people', once you scratch their surface, are often deeply artistic people, creating visions and forms that directly influence culture and society. On a personal level, fashion can change your mood, inspire you, and boost your confidence, and that intrinsic power can be amazing. One of my favourite designers, Oscar de la Renta once said that "when a woman falls in love with something so much that she wants to wear it - it is as that point when it becomes fashion".

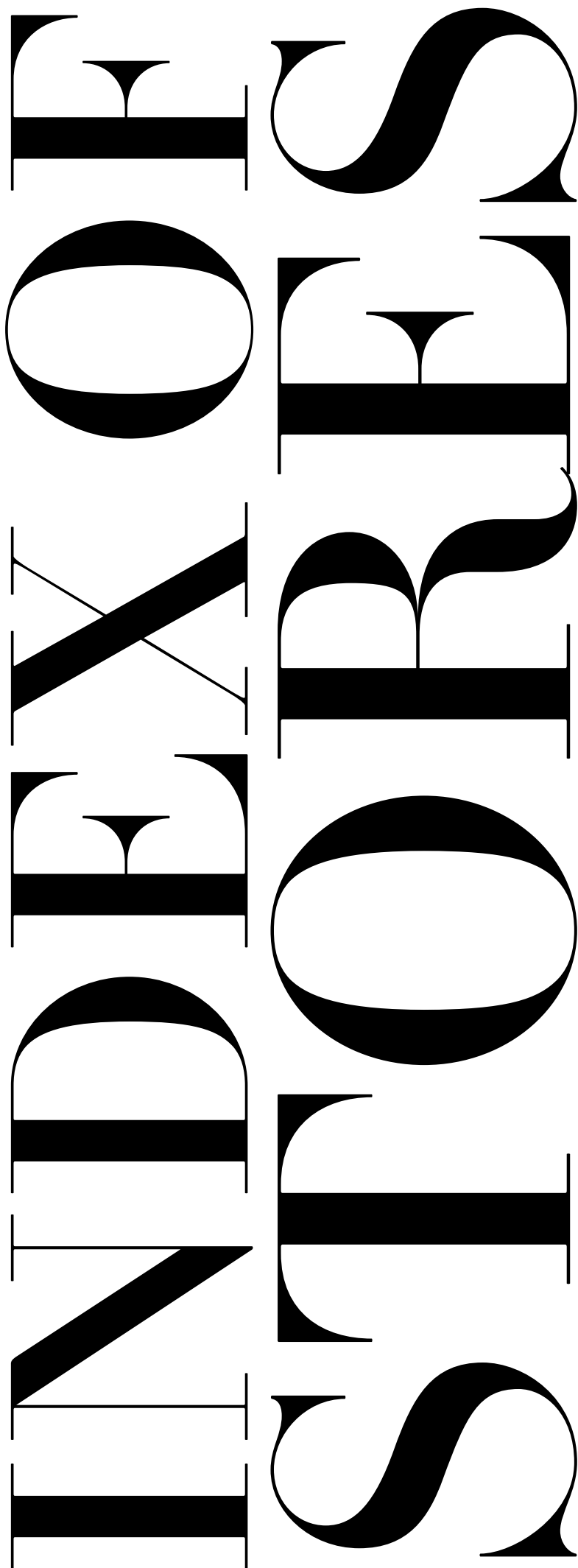
Starting my fashion PR career in Los Angeles, where I interned at a very reputable firm, I soon realized that 'fashion people' are an interesting and unique bunch. My PR internship gave me an unparalleled look into their world. I attended fashion events and shows, talked with fashion editors, met people from all aspects of the industry, traveled quite a lot and saw the inner workings of the fashion magazine world as well. DKNY's PR girl once wrote the following on her Tumblr page: "We know PR stands for 'Public Relations' but I believe it also stands for 'Personal Relations'". I quickly recognized the truth in this statement. There is so much

more to fashion PR than just glamour and glossy ad spreads. The key to the industry, at almost every level, is collaboration, and creating and nourishing these relationships so they heed fruitful results. Thanks to the explosion of social media, and our world shrinking in general, we have more tools than ever to create these relationships. Of course, it doesn't hurt to have impeccable writing skills, but those can be harder to attain. You usually have them, or you don't.

For as long as I can remember I've wanted to become a writer. As a child I would sit and flip through the classic fashion mags and pray that one day my name too would appear at the top of one of their stories. My first mentor in high school was an editor and he instilled in me the belief and determination that if I wrote, every single day

that I would one day reach my goal of becoming a professional fashion writer. So I headed his advice and worked H-a-r-d. I'm not even close to being a motivational speaker, but the advice I can offer to aspiring authors is two-fold: Always wear your passion on your sleeve (this will bring you new opportunities) and always follow your dream no matter how daunting it might seem. Do whatever it takes to get there! As for myself, whether I'm writing about fashion, food, or travel, I am writing, and I love it. It doesn't matter if I do it in my Louboutins or my sneakers.





EL BORN

Ague del Carmen, Carrer Bonaire 5

Blown by Le Swing, Carrer Guillem 3

Coquette, Carrer del Rec 65

El Delgado Buil, Lledo, 4-6 Gotic

Irene Bartomeu, Carrer Carders 29 & 31, Barcelona

La Comercial, Women: Carrer Rec 52
Men: Carrer Rec 73, and 77

Le Swing, Carrer del Rec 15

Lomography Shop, Carrer Mirallers 2

On Land, Carrer Princesa 25

Rafa Teja Atelier, Carrer Santa Maria 18

RqueR, Carrer del Rec 75

GOTICO

Adidas Original Store, Carrer d'Avingo 6

Claire's, Carrer de la Portaferrissa 30

H&M, Avinguda del Portal de 'Angel 20-22

Loreak Mendian, Carrer del Duc de la Victoria 9

Massimmo Dutti, Avinguda Portal de l'Angel 16

Mango, Avinguda del Portal de 'Angel 7

Ndorfina, Baixada de Viladecols 3

Pepe Jeans, Carrer de la Portaferrissa 25

Roy Alty, Avinguda del Portal de l'Angelo 36

GRACIA

BAUM, Seneca 29 Gracia

Gallery Vintage, Torrent de l'Olla, 117 and Travessera de Gracia, 85

Jet Lag Eze, Calle Torrijos 52

Limobebe, Rambla de Prat 9

Nagore, Calle Astruries 50

Noel Marsal, Carrer Verdi 3

Philo, C del Penedes 3

Retro City, Travessera de Gracia, 154

SNÖ, Seneca 33 Gracia

PASSEIG DE GRACIA

Adolfo Dominguez, Passeig de Gracia 32

Bally, Passeig de Gracia 30

Bershka, Passeig de Gracia 7

Burberry, Passeig de Gracia 56

Chanel, Passeig de Gracia 70,

Cos, Passeig de Gracia 27

Dolce and gabbana Passeig de Gracia 93

Tiffanys Passeig de Gracia 38-40

H&M, Passeig de Gracia 9

Jimmy Choo, Paseo de Gracia 97,

Loweve, Passeig de Gracia 35

Manolo Blahnik, Passeig de Gracia 38

Marc Jacobs, Passeig de Gracia 91

Stradivarius Passeig de Gracia 11

Shana, Passeig de Gracia 91

Yves-Saint Laurent, Paseo de Gracia 102

Zara, Passeig de Gracia 16

DIAGONAL

BCBG, Avinguda Diagonal 590

GANT, Rambla de Catalunya 135

Hackett, Avinguda Diagonal 508

La Perla, Rambla de Catalunya 88

L'illa Diagonal, Avinguda Diagonal 557

Maisons du Monde, Avinguda Diagonal 405

Massimo Dutti, Avinguda Diagonal 3
Nine West, Avinguda Diagonal 3

Rosa Clara, Avinguda Diagonal 409

Zara, Avinguda Diagonal 508

Zara Home, Avinguda Diagonal 413

RAVAL

Belles Arts Oller, Carrer de l'Hospital 45

Bulala, Ramellers 24

Camper, Placa dels Angels 4

Cannibal, Carrer del Carme 5

Casimiro, Carrer de Joaquin Costa, 57

Comite, Carrer del Notariat, 8

Don 16, Calle Doctor 16

Ethnomusic, Carrer del Bonsucces 6

Holala Plaza, C Valldonzella 4

Lacol.lectiva, Calle Lluna 6

Twiggy, Carrer d'Elisabeths 20

ZONA ALTA

Arkitektura: Via Angusta 185

Conti, Avinguda Diagonal 512

Debany, Carrer Muntaner 471

Fashion and Cheap, Carrer de Muntaner 265

Groc, Carrer de Muntaner 385

Hermes, Avinguda de Pau Casals 13

Ido, Carrer de Laforja 15

Jofre, Carrer de Francesc Perez Cabrero 7

La Maison, Carrer de Balmes 266

La Pequena C, Ronda del General Mitre 96

Los Zapatos De Maria, Carrer d'Amigó, 47

Ordning & Reda, Via Augusta 40

Paramara, Carrer de Muntaner 305

Petit Princep, Carrer dels Madrazo 155