

SHOPPING IN THE NEW LUXURY CAPITAL



With sun-drenched streets and oozing natural charm, Madrid has become the destination of choice for even the savviest of travellers. One of the capital's main attractions is the range of retail options it offers, with the perfect combination of big names in international luxury goods and local Madrid-based slow fashion brands.

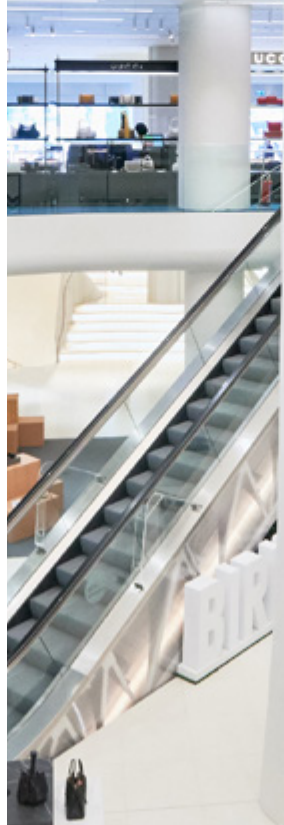
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> NEW EXPERIENCES

Madrid boasts several different shopping areas, each with its own style and personality, all sharing the same commitment to quality and design. Some have been welcoming locals and tourists for years, while others have become leading luxury shopping destinations in more recent times. The **neighbourhood of Las Salesas** is an example of the latter. Both majestic and modern, this area of Madrid is situated around a square of the same name, next to the magnificent Church of Santa Bárbara. The neighbourhood is home to elegant 19th century architecture, including mansions, stunning theatres and numerous residential buildings, many of which can be found in the vicinity of the Plaza de la Villa de París square. You'll also find this immense charm in its shops and stores, which include small designer boutiques selling clothing, accessories and jewellery, and renowned Spanish ateliers such as Lemoniez, Ailanto and Jorge Vázquez. Alongside these are exclusive multi-brand stores such as Beni Room (with a branch in the **Barrio de Salamanca** neighbourhood too), European fashion flagship stores like the French brand Sessùn, plus a host of studios selling handmade products, including Malababa and its leather goods, Mint & Rose's Mediterranean-inspired accessories, fans crafted by Olivier Bernoux, and jewellery made by Karen Hallam.

Nearby, crossing the Paseo de Recoletos, lies the Barrio de Salamanca, one of the more traditional shopping areas of Madrid and a true benchmark of design in the capital. This elegant urban expansion district, which features stately buildings



and tree-lined streets, is the capital's most exclusive neighbourhood and where Madrid's high society feels most at home. It boasts an extensive selection of shopping options, from small Spanish brands offering handcrafted goods to the most exclusive international firms. You'll find the latter located around Calle de Serrano and Calle de José Ortega y Gasset. Known as Madrid's Golden Mile, for decades this area has been an icon in high-end, luxury fashion in Spain. It's lined with brands such as Versace, Prada, Louis Vuitton, Carolina Herrera, Saint Laurent, Gucci, Dior, Chanel, Cartier, Tiffany & Company, and many more. It's also home to the luxury brand Loewe, which was founded in Madrid in 1846. Now part of the multinational group LVMH, Loewe is an international, household name in Spanish fashion.



The Barrio de Salamanca is also home to other streets that are equally as delightful. These include Calle de Claudio Coello, Calle de Lagasca and Callejón de Jorge Juan, which are well worth a stroll to take in their beautiful façades and charming restaurants. Keep an eye out for their more traditional stores, which combine taste, quality and trade like no others in the capital. Among them you'll find examples such as Mercules, specialised in leather goods; Cortana and its Spanish sustainable haute couture; the made-in-Madrid luxury fashion brand Maksu; Sargadelos, the renowned ceramics brand; Glent, which sells handmade bespoke shoes; and the one-hundred-year-old Matarranz, which has been making top quality bed linen and home textiles since 1911.

› NEW PREMIUM SPACES

This spring, a new, spectacular commercial space opened its doors in Madrid, set to become a new benchmark of luxury in Europe. **Galería Canalejas Madrid**, located in a large complex formed by several historical buildings (also home to the Four Seasons Hotel), is within walking distance of the central Puerta del Sol. This shopping complex will feature more than forty of the world's most prestigious brands in fashion, jewellery, fragrance and accessories. Some of them have already opened their doors, such as Cartier, Hermès, Omega, Rolex, Saint Laurent, Valentino, Zegna and Acquazurra, and they will soon be joined by Jimmy Choo, Louis Vuitton and Giorgio Armani. Galería Canalejas Madrid also boasts a food hall home to thirteen restaurants serving a wide range of specialties and dishes from around the world, with a handful run by renowned Michelin-starred chefs.

Also worth mentioning is **El Corte Inglés Castellana** which offers an extensive selection of top fashion brands and accessories in an exclusive space. Visitors can expect personalised customer service and a range of facilities for both national and international customers seeking a shopping experience in Madrid that combines quality, comfort and luxury.

Not forgetting the **Wow Concept** space, located in the heart of Gran Vía avenue, which sells itself as an authentic “phygital” space, combining physical and digital retail. Here you'll find a rotating hand-picked selection of brands from around the world, many of which have chosen Wow as the location for their first physical store. Its first six floors are home to classic names which stand alongside digitally native brands in fashion, technology and homeware, while its top two floors are dedicated exclusively to restaurants.



> MADE IN MADRID

Madrid has long been a city of makers and making - proof of which can be found in its streets lined with centuries-old businesses that, to this day, continue to practise trades passed down from generation to generation. The care, dedication and manual work that these products require really set them apart as unique pieces sought out by locals and tourists alike. Several of these trades can be found in abundance in the capital, such as the craft of weaving. Specialist stores selling woven goods are located close to the Plaza Mayor square and the neighbourhood of La Latina. There's Hernanz, specialising in **espadrilles**; Juan Sánchez, with a focus on products woven from **esparto grass**, and Javier S. Medina's studio, which brings an updated vision to the craft. **Leather** craftsmanship also holds a special place in the streets of the city centre, with businesses such as Puntera, Oficio Studio and Ollomao, modern establishments that uphold this traditional trade in Madrid.

Ceramics are another artisan product made at a range of studios and workshops throughout Madrid. D'A Ceramics and Arte Hoy are two of the many examples of artists who work with clay to make original pieces based on modern designs, using techniques that have changed very little over the centuries. And if we turn to fashion and accessories, we'll find handmade shoes made by Calzados Franjul as well as Andrés Gallardo's jewellery and bags with their characteristic porcelain details. Other centuries-old stores include Madrano hat shop, Seseña capes and Casa de Diego, which specialises in accessories such as fans.

Also noteworthy are the excellent handmade **guitars** made in Madrid. The capital is a city steeped in musical tradition, especially that of flamenco, and is home to workshops belonging to the likes of José Ramírez and Felipe Conde, who have been crafting Spanish guitars for several generations.

> MAP - ARTISANS OF MADRID, OLD AND NEW:

Guide "Shopping: Madrid's artisans, old and new" | Official tourism website (esmadrid.com)





Finally, the **Tienda de la Casa de la Panadería** at the Plaza de Mayor Tourist Information Centre stocks a wide range of products crafted by some of Madrid's best artisans. From jewellery to fans, not forgetting capes and hats. What better souvenir to remember Madrid by than a unique, exclusively made piece?

Madrid has it all, and anyone who visits it can expect a truly unforgettable experience, in no small part thanks to its unique atmosphere, unbeatable culture and entertainment scene, exclusive selection of shops, top-notch customer service, and centuries-old crafts.



