

SHOPPING

top picks

- **El Rastro** (p136)
A bargain-hunter's Sunday paradise.
- **Mercado de Fuencarral** (p151)
Down-and-dirty streetwear with dozens of shops.
- **Antigua Casa Talavera** (p133)
Traditional ceramics like they used to be made.
- **El Arco Artesanía** (p134)
Creative modern souvenirs just off the Plaza Mayor.
- **Helena Rohner** (p136)
Designer jewellery from the catwalks.
- **Agatha Ruiz de la Prada** (p138)
Spain's premier and most colourful designer.
- **Gallery** (p139)
Salamanca fashions for the male sophisticate.
- **Diedro** (p153)
Brand-name clothes and designer homewares.
- **Tienda Real Madrid** (p154)
Memorabilia from the world's greatest football club.

What's your recommendation? www.lonelyplanet.com/madrid

Eager to change your look to blend in with the casual-but-sophisticated Spanish crowd? Tired of bull postcards and tacky flamenco posters? Convinced that your discerning friends back home have taste that extends beyond a polka-dot flamenco dress? In Madrid you'll find it all, as well as English-language bookshops, stores selling Spanish food delicacies and cutting-edge homewares. This is a fantastic city in which to shop and madrileños are some of the finest exponents of the art.

The key to shopping Madrid style is knowing where to look. Salamanca is the home of upmarket fashions, with chic boutiques lining up to showcase the best that Spanish and international designers have to offer. Some of it spills over into Chueca, but Malasaña is Salamanca's true alter ego, home to fashion that's as funky as it is offbeat and ideal for that studied underground look that will fit right in with Madrid's hedonistic after-dark crowd. Central Madrid – whether it's Sol, Huertas or La Latina – offers plenty of individual surprises, although there's little uniformity in what you'll find. That sense is multiplied a hundred-fold in El Rastro market, where madrileños converge in epic numbers on Sunday to pick through the junk in search of treasure.

LOS AUSTRIAS, SOL & CENTRO

The maze of streets around the Plaza Mayor and extending up towards Gran Vía have something for everyone. These are fine streets in which to window-shop unless you're after something specific.

CASA DEL LIBRO Map pp64–5 Bookshop

☎ 91 524 19 00; www.casadellibro.com, in Spanish; Gran Vía 29; ☎ 9.30am-9.30pm Mon-Sat, 11am-9pm Sun; ☎ Gran Vía Spain's answer to Borders, this sprawling megabookshop has titles on just about any topic you can think of. There's a large English- and foreign-language literature section on the ground floor at the back, and nonfiction books in English are elsewhere mixed alongside Spanish titles.

FNAC Map pp64–5 Bookshop

☎ 91 595 61 00; www.fnac.es, in Spanish; Calle de Preciados 28; ☎ 10am-9.30pm Mon-Sat, noon-9.30pm Sun; ☎ Callao

SALES & OPENING HOURS

The peak shopping season is during *las rebajas*, the annual winter and summer sales, when prices are slashed on just about everything. The winter sales begin around 7 January, just after Three Kings' Day, and last well into February. Summer sales begin in early July and last into August.

The shopping day starts at about 10am and is often broken up by a long lunch from 2pm to 5pm, except in larger stores. Shops reopen after lunch and stay busy until 8pm or even later. Shops selling music and books, as well as some convenience stores, are the only outlets allowed to open every Sunday, although all shops may (and most usually do) open on the first Sunday of every month and throughout December. There are plans to allow more shops to open on Sunday.

This four-storey megastore has a terrific range of CDs, DVDs, electronics and books; English-language books are on the 3rd floor. There's also a news kiosk on the 1st floor with a good range of magazines.

LA BUENA VIDA Map pp64–5 Bookshop

☎ 91 542 91 42; labuenavida@cafedellibro.es; Calle de Vergara 10; ☎ noon-midnight; ☎ Ópera If your idea of browsing in bookshops involves perusing a range of choices over a coffee, you don't have many options in Madrid – most Spanish bookshops are a commercial transaction of buying, then leaving. Thankfully, this new bookshop allows you to do both; we could spend hours in here. It has plans to stock a small selection of books in English and French alongside the mostly Spanish titles.

PETRA'S INTERNATIONAL BOOKSHOP Map pp64–5 Bookshop

☎ 91 541 72 91; Calle de Campomanes 13; ☎ 11am-9pm Mon-Sat; ☎ Ópera or Santo Domingo A wonderful little bookshop (with mostly second-hand stock), Petra's has a great

top picks

FOR CASUAL FASHION

- Adolfo Domínguez (see the boxed text, p150)
- Mango (see the boxed text, p150)
- Massimo Dutti (Map pp116–17; ☎ 91 593 82 68; www.massimodutti.com; Calle de Fuencarral 139; ☎ Quevedo) From the Zara stable; a step up in elegance.
- Zara (Map pp110–11; ☎ 91 521 12 83; www.zara.es; Gran Vía 34; ☎ Gran Vía) Popular men's, women's and kids' wear with a sideline in homewares.

selection in all major languages and across most major genres; it's also something of a meeting place for the lively expat community. The friendly owners can point you in the direction of activities in English and other languages. We also like a bookshop with a cat – Safi is its name.

ANTIGUA CASA TALAVERA

Map pp64–5 Ceramics

☎ 91 547 34 17; Calle de Isabel la Católica 2; ☎ 10am-1.30pm & 5-8pm Mon-Fri, 10am-1.30pm Sat; ☎ Santo Domingo

The extraordinary tiled façade of this wonderful old shop conceals an Aladdin's cave of ceramics from all over Spain. This is not the mass-produced stuff aimed at a tourist market, but comes from the small family potters of Andalucía and Toledo, ranging from the decorative (tiles) to the useful (plates, jugs and other kitchen items). The old couple who run the place are delightful.

ASÍ Map pp64–5 Children's

☎ 91 548 28 28; Gran Vía 47; ☎ 10am-8.30pm Mon-Sat; ☎ Callao or Santo Domingo Exquisite handmade children's dolls, all beautifully attired and overflowing from the shop window, are proffered here. Inside it also sells children's clothes and intricate dolls' houses that are works of art; for the latter, every single item (furniture, saucepans etc) can be purchased individually. None of it's cheap, but they're once-in-a-lifetime purchases.

FLIP Map pp64–5 Clothes & Accessories

☎ 91 366 44 72; www.flipmadrid.com, in Spanish; Calle Mayor 19; ☎ 10.30am-9pm Mon-Sat; ☎ Sol

Too cool for its own good, Flip is funky and edgy with its designer T-shirts, G-Star jeans and brand names like Franklin Marshall, Carhartt, Guess and Diesel, as well as a groovy and often offbeat collection of belts, caps and bags. Staff are as hip as the clothing and always ready with advice. The changing rooms, however, require a contortionist's flexibility.

SALVADOR BACHILLER

Map pp64–5 Clothes & Accessories

☎ 91 559 83 21; www.salvadorbachiller.com; Gran Vía 65; ☎ 10am-9pm Mon-Thu, to 9.30pm Fri & Sat; ☎ Plaza de España or Santo Domingo

The stylish and high-quality leather bags, wallets, suitcases and other accessories of Salvador Bachiller are a staple of Spanish shopping aficionados. This is leather with a typically Spanish twist – the colours are dazzling in bright pinks, yellows and greens. Sound garish? You'll change your mind once you step inside. It also has an outlet in Chueca (Map pp110–11; ☎ 91 523 30 37; Calle de Gravina 11; ☎ 10.30am-9.30pm Mon-Thu, to 10pm Fri & Sat; ☎ Chueca) for superseded stock.

EL CORTE INGLÉS Map pp64–5 Department Store

☎ 91 418 88 00; www.elcorteingles.es, in Spanish; Calle de Preciados 3; ☎ 10am-10pm Mon-Sat; ☎ Sol In the great tradition of department stores the world over, there's everything you need here from food and furniture to clothes, appliances, toiletries, electronics, books and music. Although you'll pay extra for the convenience of one-stop shopping, the after-sales service is better than most. Branches are scattered throughout the city, including one in Malasaña (Map pp110–11; ☎ 91 454 60 00; Calle de Princesa 56; ☎ 10am-10pm Mon-Sat;

top picks

FOR ENGLISH-LANGUAGE BOOKS

- Pasajes Librería Internacional (p153)
- Petra's International Bookshop (opposite)
- Booksellers (p153)
- J&J Books & Coffee (p149)
- Altaír (p153)
- De Viaje (p138)
- Fnac (opposite)
- Casa del Libro (opposite)

top picks

SHOPPING STREETS

- **Calle de Serrano** (see the boxed text, p139) – for Spanish designers.
- **Calle de José Ortega y Gasset** (see the boxed text, p138) – for international glamour.
- **Calle de Fuencarral** (see the boxed text, p150) – for quirky and alternative cool.
- **Callejón de Jorge Juan** (see the boxed text, p140) – for Spanish designer shoes.
- **Calle de Piamonte** (see the boxed text, p151) – for exclusive accessories.

☑ Argüelles) and one in **Salamanca** (Map pp102–3; ☑ 91 432 54 90; Calle de Serrano 47; ☑ 10am–10pm Mon–Sat; ☑ Serrano).

CONVENTO DEL CORPUS CRISTI (LAS CARBONERAS) Map pp64–5 Food & Drink

☑ 91 548 37 01; Plaza del Conde de Miranda; ☑ 9.30am–1pm & 4–6.30pm; ☑ Ópera
The cloistered nuns at this convent also happen to be fine pastry chefs. You make your request through a door, then grille on Calle del Codo and the products are delivered through a little revolving door that allows the nuns to remain unseen by the outside world.

EL FLAMENCO VIVE Map pp64–5 Music

☑ 91 547 39 17; www.elflamencovive.es; Calle Conde de Lemos 7; ☑ 10am–2pm & 5–9pm Mon–Sat; ☑ Ópera

This temple to flamenco has it all, from guitars and songbooks to well-priced CDs, polka-dotted dancing costumes, shoes, colourful plastic jewellery and literature about flamenco. It's the sort of place that will appeal as much to curious first-timers as to serious students of the art. It also organises classes in flamenco guitar (see p269).

EL ARCO ARTESANÍA Map pp64–5 Souvenirs

☑ 91 365 26 80; www.elarcoartesania.com, in Spanish; Plaza Mayor 9; ☑ 11am–9pm; ☑ Sol or La Latina

This original shop in the southwestern corner of Plaza Mayor sells an outstanding array of homemade designer souvenirs, from stone and glasswork to jewellery and home fittings. The papier mâché figures are

gorgeous, but there's so much else here to turn your head.

FORTUNATA – LA TIENDA DE MADRID Map pp64–5 Souvenirs

☑ 91 364 16 82; www.latiendademadrid.com; Calle de Toledo 3; ☑ 11am–2.30pm & 5–8.30pm Tue–Sat, 11am–2pm Sun; ☑ Sol
For quality Spanish souvenirs and books about Madrid (mostly in Spanish), Fortunata is a cut above most souvenir shops in the city centre. There's very little of the mass-produced tourist kitsch here.

CASA DE DIEGO Map pp64–5 Specialist

☑ 91 522 66 43; www.casadediego.com; Plaza de la Puerta del Sol 12; ☑ 9.30am–8pm Mon–Sat; ☑ Sol
This classic shop has been around since 1858, selling and repairing Spanish fans, shawls, umbrellas and canes. Service is old style and occasionally grumpy, but the fans are works of antique art.

CASA HERNANZ Map pp64–5 Specialist

☑ 91 366 54 50; Calle de Toledo 18; ☑ 9am–1.30pm & 4.30–8pm Mon–Fri, 10am–2pm Sat; ☑ La Latina or Sol
Comfy, rope-soled *alpargatas* (espadrilles), Spain's traditional summer footwear, are worn by everyone from the King of Spain to the Pope, and you can buy your own pair at this humble workshop, which has been hand-making the shoes for five generations; you can even get them made to order. Queues form whenever the weather starts to warm up.

JOSÉ RAMÍREZ Map pp64–5 Specialist

☑ 91 531 42 29; www.guitarrasramirez.com; Calle de la Paz 8; ☑ 10am–2pm & 4.30–8pm; ☑ Sol
José Ramírez is one of Spain's best guitar makers and his guitars have been strummed by a host of flamenco greats and international musicians (even the Beatles). Using Honduran cedar, Cameroonian ebony and Indian rosewood among other materials, and based on traditions dating back over generations, this is craftsmanship of the highest order. Out the back there's a little museum with guitars dating back to 1830.

JUSTO ALGABA Map pp64–5 Specialist

☑ 91 523 35 95; www.justoalgaba.com, in Spanish; Calle de la Paz 4; ☑ 10am–2pm & 5–8pm Mon–Fri, 10am–2pm Sat; ☑ Sol

TAXES & REFUNDS

Value-added tax (VAT) is known as *impuesto sobre el valor añadido* (IVA; EE-ba). On accommodation and restaurant prices, IVA is 7% and is usually – but not always – included in quoted prices. On retail goods IVA is 16%.

Visitors are entitled to a refund of the 16% IVA on purchases costing more than €90.16, from any shop, if the goods are taken out of the European Union (EU) within three months. Ask the shop for a cashback refund form showing the price and IVA paid for each item, and identifying the vendor and purchaser; then present the form at the customs booth for IVA refunds when you depart from Spain (or elsewhere from the EU). At this point, you'll need your passport and a boarding card that shows you're leaving the EU. The officer will stamp the invoice and you hand it in at a bank at the departure point for the reimbursement. There are refund offices in terminals T1, T2 and T4 at Barajas airport as you're departing from Madrid.

Always wanted to be a torero but didn't have a thing to wear? This is where Spain's toreros come to have their *traje de luces* (suit of lights, the traditional glittering bullfighting suit) made in all its intricate excess. A custom-made suit starts at €2500, a *muleta* (cape) goes for €155, while the sexy pink tights are a steal at €50.

MATY Map pp64–5 Specialist

☑ 91 531 32 91; www.maty.es, in Spanish; Calle del Maestro Victoria 2; ☑ 10am–1.45pm & 4.30–8pm Mon–Fri, 10am–2pm & 4.30–8pm Sat; ☑ Sol
Wandering around central Madrid, it's easy to imagine that flamenco outfits have been reduced to imitation dresses sold as souvenirs to tourists. That's why places like Maty matter. Here you'll find dresses, shoes and all the accessories that go with the genre, with sizes for children and adults. It also does quality disguises for Carnival. These are the real deal, with prices to match, but they make brilliant gifts.

LA LATINA & LAVAPIÉS

La Latina is very much an after-dark or weekend barrio. That said, this is one of the most popular barrios for a hip, well-to-do urban crowd and the small boutiques dotted around the narrow streets reflect this clientele, especially when it comes to designer jewellery. But it's also the barrio that throngs with Sunday bargain hunters drawn here by El Rastro and you'll also come across curio shops so specialised that you wonder how they ever keep going. Down into Lavapiés, the barrio's large immigrant population has fostered a fascinating mix of ethnic shops (Asian food markets, Muslim halal butchers and stores selling gifts imported from China).

LA LIBRERÍA DE LAVAPIÉS

Map pp76–7 Bookshop
☑ 91 527 89 92; www.libreriadelavapiés.com, in Spanish; Calle de Argumosa 39; ☑ 10am–10pm Mon–Sat, 11am–9pm Sun; ☑ Lavapiés or Atocha
If you value personal service, a community feel and the sort of cosy charm that lends itself to browsing, this alternative bookshop is perfect. There's a carefully chosen English section, as well as contemporary literature, the arts, and books for families and children.

DEL HIERRO Map pp76–7 Clothes & Accessories

☑ 91 364 58 91; Calle de la Cava Baja 6; ☑ 11.30am–2.30pm & 5–9pm Mon–Sat, noon–3pm Sun; ☑ La Latina or Tirso de Molina
If you're looking for a handbag that captures the essence of chic, modern Spain, then this small boutique has an exceptional selection from designers such as Iñaki Sampedro, Quique Mestre and Carlos de Caz. The look is sophisticated but colourful.

ESPACIO FLAMENCO Map pp76–7 Flamenco

☑ 91 298 70 45; www.deflamenco.com/tiendas/espacioflamenco/indexi.jsp; Calle de la Ribera de Curtidores 26; ☑ 11am–2pm & 5.30–8.30pm Mon–Fri, 11am–2.30pm Sat & Sun; ☑ Puerta de Toledo
This small temple to all things flamenco has just about any flamenco CD you could want, from classic Camarón to nuevo flamenco, as well as castanets, flamenco dresses and shoes, and DVDs.

CARMEN SÁNCHEZ Map pp76–7 Jewellery

☑ 91 366 74 01; carmensanchezjoyas@hotmail.com; Calle de la Cava Baja 29; ☑ noon–3pm & 7–9pm Tue–Sat, noon–5pm Sun; ☑ La Latina
This charming little boutique serves up sophisticated, individually crafted jewellery with the occasional quirky twist. Silver, enamel and beautiful colour combinations

EL RASTRO & THE FLEA MARKETS OF MADRID

Flea markets, fresh markets, crafts markets... bargain hunters will have a field day in Madrid. The city's biggest and best-known market is **El Rastro**, by some accounts the largest flea market in Europe and a thriving mass of vendors, buyers, pickpockets and the generally curious. This classic flea market, open on Sunday morning only, has been an open-air market for half a millennium.

The madness begins at the Plaza de Cascorro, near La Latina metro stop, and worms its way downhill along the Calle de la Ribera de Curtidores and the streets off it. The shopping starts at about 8am and lasts until 2pm or 3pm, but for many madrileños the best of El Rastro comes after the stalls have shut and everyone crowds into the nearby bars of La Latina for an *aperitivo* (appetizer) of vermouth and tapas.

Apart from El Rastro, other curious local markets include the following:

Art Market (Map pp64–5; Plaza del Conde de Barajas; ☎ 10am–2pm Sun; ☑ Sol) Local art and prints of the greats.

Cuesta de Moyano Bookstalls (opposite)

Mercadillo Marqués de Viana (El Rastrillo; Map p123; Calle del Marqués de Viana; ☎ 9am–2pm Sun; ☑ Tetuán)

A calmer version of El Rastro in northern Madrid.

Mercado de Monedas y Sellos (Map pp64–5; Plaza Mayor; ☎ 9am–2pm Sun; ☑ Sol) Old coins and stamps.

are the hallmark. If you're on your way back from El Rastro, this is a good way to add a touch of class to your treasure hunting.

HELENA ROHNER Map pp76–7 Jewellery

☎ 91 365 79 06; www.helenarohner.com; Calle del Almendro 4; ☎ 9am–8.30pm Mon–Fri, noon–2.30pm & 3.30–8pm Sat, noon–3pm Sun; ☑ La Latina or Tirso de Molina

One of Europe's most creative jewellery designers, Helena Rohner has a spacious, chic boutique in La Latina. Working with silver, stone, porcelain, wood and Murano glass, she makes inventive pieces and her work is a regular feature of Paris fashion shows. In her own words, she seeks to re-create 'the magic of Florence, the vitality of London and the luminosity of Madrid'. She has also recently branched out into homewares.

EL RASTRO Map pp76–7 Market

Calle de la Ribera de Curtidores; ☎ 8am–3pm Sun; ☑ La Latina, Puerta de Toledo or Tirso de Molina A Sunday morning at El Rastro is a Madrid institution. You could easily spend an entire morning inching your way down the Calle de la Ribera de Curtidores and through the maze of streets that hosts El Rastro flea market every Sunday morning. Cheap clothes, luggage, old flamenco records, even older photos of Madrid, faux designer purses, grungy T-shirts, household goods and electronics are the main fare, but for every 10 pieces of junk, there's a real gem (a lost masterpiece, an Underwood typewriter) waiting to be found. Antiques

are also a major drawback for traders and treasure hunters alike.

A word of warning: pickpockets love El Rastro as much as everyone else, so keep a tight hold on your belongings and don't keep valuables in easy-to-reach pockets.

For information on the history of El Rastro, see p74.

HUERTAS & ATOCHA

Although you'll stumble across some quirky little boutiques tucked away in the lanes of the Barrio de las Letras, you wouldn't come to Huertas just for the shopping. Most of the shops of interest are in the streets close to the Plaza de la Puerta del Sol.

MÉXICO Map pp84–5 Antiques

☎ 91 429 94 76; Calle de las Huertas 20; ☎ 9am–2pm & 5–8pm Mon–Fri, 9am–2pm Sat; ☑ Antón Martín A treasure chest of original old maps, this is a great place to find a unique souvenir of Spain. Some 160 folders hold antique, original maps of Madrid, Spain and the rest of the world. These are all originals or antique copies, not modern reprints, so prices range from a few hundred to thousands of euros. Just down the road, **México II** (☎ 91 429 58 12; Calle de las Huertas 17) sells cheaper reprints.

LA CENTRAL – LIBRERÍA DE CENTRO DE ARTE REINA SOFÍA Map pp84–5 Bookshop

☎ 91 787 87 82; www.lacentral.com, in Spanish; Ronda de Atocha 2; ☎ 10am–9pm Mon–Sat, to 2.30pm Sun; ☑ Atocha

Part of the stunning extension to the Centro de Arte Reina Sofía, this outstanding shop is Madrid's best gallery bookshop, with a range of posters and postcards as well as extensive sections on contemporary art, design, architecture and photography.

GIL Map pp84–5 Clothes & Accessories

☎ 91 521 25 49; Carrera de San Jerónimo 2; ☎ 9.30am–1.30pm & 4.30–8pm Mon–Fri, 9.30am–1.30pm Sat; ☑ Sol

You don't see them much these days, but the exquisite fringed and embroidered *mantones* and *mantoncillos* (traditional Spanish shawls worn by women on grand occasions) and delicate *mantillas* (Spanish veils) are stunning and uniquely Spanish gifts. Gil also sells *abanicos* (Spanish fans). Inside this dark shop, dating back to 1880, the sales clerks still wait behind a long counter to attend to you; the service hasn't changed in years and that's no bad thing. Our only complaint? Kitsch tourist souvenirs (T-shirts and the like) have made an appearance here.

FLAMENCO WORLD Map pp84–5 Flamenco

☎ 91 360 08 65; www.flamenco-world.com; Calle de las Huertas 62; ☎ 11am–2.30pm & 4.30–8pm Mon–Fri; ☑ Antón Martín

For a terrific range of flamenco CDs and other flamenco-related items, this is one of the better shops in Madrid. The CDs range from the big names to harder-to-find disks, and it sells a small range of other flamenco items.

MARÍA CABELLO Map pp84–5 Food & Drink

☎ 91 429 60 88; Calle de Echegaray 19; ☎ 9.30am–3pm & 5.30–9pm Mon–Fri, 9.30am–3pm & 6–9.30pm Sat; ☑ Sevilla or Antón Martín

top picks

FOR QUALITY GIFTS

- Antigua Casa Talavera (p133)
- Antigüedades Hom (p153)
- El Arco Artesanía (p134)
- Gil (above)
- México (opposite)
- Casa de Diego (p134)
- Fortunata – La Tienda de Madrid (p134)

You just don't find wine stores like this any more – family run, friendly, with knowledgeable staff, and still decorated in the original 1913 style with wooden shelves and even a ceiling fresco. There are fine wines in abundance (mostly Spanish, and a few foreign bottles) with some 500 labels on show or tucked away out the back.

LOMOGRAPHY Map pp84–5 Specialist

☎ 91 369 17 99; www.lomospain.com, in Spanish; Calle de Echegaray 5; ☎ 11am–8.30pm Mon–Fri, to 2pm Sat; ☑ Sevilla or Sol

This just proves you can find anything in Madrid. Dedicated to a Russian Kompakt camera that has acquired cult status for its zany colours, fish-eye lenses and anti-cool clunkiness, this eclectic shop sells the cameras (an original will set you back €295), as well as offbeat design items from bags and mugs to kitsch-cool memorabilia loved by adherents of 'lomography'. You can even develop your photos here. And no, there's not a *lomo* (of the cured Spanish meat variety) in sight.

PASEO DEL PRADO & EL RETIRO

The Paseo del Prado is more about grand art galleries and afternoon promenades, but there is one Madrid shopping tradition that you really must seek out.

CUESTA DE MOYANO BOOKSTALLS Map pp92–3 Bookshop

Calle de Claudio Moyano; ☎ 9am–dusk Mon–Sat, to 2pm Sun; ☑ Atocha

Madrid's answer to the booksellers that line the Seine in Paris, these second-hand bookstalls are an enduring Madrid landmark. Most titles are in Spanish, but there's a handful of offerings in other languages.

SALAMANCA

Salamanca is Madrid's designer central, home to the richest concentration of exclusive boutiques anywhere in Spain. Shopping here is a social event where people put on their finest and service is often impeccable, if a little stuffy. Fashions range from classically elegant to cool and cutting edge, from leading and upcoming Spanish designers to the big names in international fashion. But above all, this is the

CLOTHING SIZES

Women's clothing

Aus/UK	8	10	12	14	16	18
Europe	36	38	40	42	44	46
Japan	5	7	9	11	13	15
USA	6	8	10	12	14	16

Women's shoes

Aus/USA	5	6	7	8	9	10
Europe	35	36	37	38	39	40
France only	35	36	38	39	40	42
Japan	22	23	24	25	26	27
UK	3½	4½	5½	6½	7½	8½

Men's clothing

Aus	92	96	100	104	108	112
Europe	46	48	50	52	54	56
Japan	S	M	M	L		
UK/USA	35	36	37	38	39	40

Men's shirts (collar sizes)

Aus/Japan	38	39	40	41	42	43
Europe	38	39	40	41	42	43
UK/USA	15	15½	16	16½	17	17½


Men's shoes

Aus/UK	7	8	9	10	11	12
Europe	41	42	43	44½	46	47
Japan	26	27	27½	28	29	30
USA	7½	8½	9½	10½	11½	12½

Measurements approximate only, try before you buy

barrio to take the pulse of the Spanish fashion scene and you'll likely find it in rude health. (For the lowdown on Spain's fashion industry, turn to p53). Throw in a sprinkling of gourmet food shops and designer homewares and you could easily spend days doing little else but shop.


SHOPPING STREET – CALLE DE JOSÉ ORTEGA Y GASSET

The world's most exclusive international designers occupy what is known as *la milla del oro* (the golden mile) along **Calle de José Ortega y Gasset** (Map pp102–3;  Nuñez de Balboa), close to the corner with Calle de Serrano. All of the following shops are open from 10am to 8.30pm Monday to Saturday unless otherwise stated.

On the south side of the street, there's **Giorgio Armani** (☎ 91 577 58 07; www.armani.com; Calle de José Ortega y Gasset 16), **Dolce & Gabbana** (☎ 91 781 09 10; www.dolcegabbana.es; Calle de José Ortega y Gasset 14), **Chanel** (☎ 91 431 30 36; www.chanel.com; Calle de José Ortega y Gasset 14), **Hermès** (☎ 91 577 76 09; www.hermes.com; Calle de José Ortega y Gasset 12), **Burberry** (☎ 91 575 82 99; www.burberry.com; Calle de José Ortega y Gasset 8) and **Dior** (☎ 91 781 08 10; www.dior.com; Calle de José Ortega y Gasset 6). Just across the road is **Louis Vuitton** (☎ 91 575 13 08; www.louisvuitton.com; Calle de José Ortega y Gasset 17), **Jimmy Choo** (☎ 91 781 86 08; www.jimmychoo.com; Calle de José Ortega y Gasset 15) and **Cartier** (☎ 91 576 22 81; www.cartier.com; cnr Calles de José Ortega y Gasset & de Serrano). Also in the vicinity is **Gucci** (☎ 91 431 17 17; www.gucci.com; cnr Calles de José Ortega y Gasset & de Serrano). What more could you want?

DE VIAJE Map pp102–3

Bookshop

☎ 91 577 98 99; www.deviale.com, in Spanish; Calle de Serrano 41; ☎ 10am–8.30pm Mon–Fri, 10.30am–2.30pm & 5–8pm Sat;  Serrano Whether you're after a guidebook, a coffee-table tome or travel literature, De Viaje probably has it. Covering every region of the world, it has mostly Spanish titles, but plenty in English as well. Staff are incredibly helpful and very knowledgeable. There's also a travel agency, with a travel gear section and regular exhibitions of travel photos.


IMAGINARIUM Map pp102–3

Children's

☎ 91 781 33 37; www.imaginarium.es, in Spanish; Calle de Claudio Coello 45; ☎ 10am–8.30pm Mon–Sat;  Serrano This wonderfully personal toy shop sells creative toys, books and games; it treats kids respectfully here, with separate entrances for kids and adults. There are other branches all across town, including one in **Argüelles** (Map pp116–17; ☎ 91 444 56 09; Calle de Carranza 20; ☎ 10am–8.30pm Mon–Sat;  San Bernardo).

AGATHA RUIZ DE LA PRADA

Map pp102–3 Clothes & Accessories

☎ 91 319 05 01; www.agatharuizdelaprada.com; Calle de Serrano 27; ☎ 10am–8.30pm Mon–Sat;  Serrano This boutique has to be seen to be believed, with pinks, yellows and oranges everywhere you turn. It's fun and exuberant, but not just for kids. It also has serious and highly original fashion; Agatha Ruiz de la Prada is one of the enduring icons of Madrid's 1980s outpouring of creati-


SHOPPING STREET – CALLE DE SERRANO

Sometimes likened to Paris' Champs Élysées, glamorous Calle de Serrano (Map pp102–3;  Serrano) is lined with big-name Spanish designers – opening a boutique along this street is an announcement of arrival as a national fashion icon. The colours of **Agatha Ruiz de la Prada** (p137) find their classy (and expensive) counterpoint in **Loewe** (☎ 91 426 35 88; Calle de Serrano 34; ☎ 9.30am–8.30pm Mon–Sat;  Serrano), whose clothes and accessories are regulars on the Paris catwalk. **Purificación García** (☎ 91 576 72 76; Calle de Serrano 92; ☎ 10am–8.30pm Mon–Sat;  Nuñez de Balboa) is one of the most successful Spanish designers, offering elegant, mature designs for men and women that are as at home in the workplace as at a wedding. **Roberto Verino** (☎ 91 426 04 75; Calle de Serrano 33; ☎ 10am–9pm Mon–Sat;  Serrano) is the purveyor of simple, classy designs for men and women. **Manolo Blahnik** (☎ 91 575 96 48; Calle de Serrano 58; ☎ 10am–2pm & 4.30–8.30pm Mon–Sat;  Serrano) is one of Spain's women's shoe designers *par excellence*; the shoes are displayed in the shop like works of art and have appeared more times at the Oscars than Javier Bardem.

ity known as *la movida madrileña* (see the boxed text, p33).

AMAYA ARZUAGA

Map pp102–3 Clothes & Accessories

☎ 91 426 28 15; www.amayaarzuaga.com; Calle de Lagasca 50; ☎ 10.30am–8.30pm Mon–Wed, to 9pm Thu–Sat;  Velázquez Amaya Arzuaga has sexy, bold options. She loves mixing black with bright colours (one season it's 1980s fuchsia and turquoise, the next it's orange or red) and has earned a reputation as one of the most creative designers in Spain today.

ARMAND BASI Map pp102–3 Clothes & Accessories

☎ 91 577 79 93; www.armandbasi.com; Calle de Claudio Coello 52; ☎ 10am–2pm & 5–9pm Mon–Sat;  Serrano With hip, urban designs for men and women, this is the place to go when you want to look fashionable but carelessly casual; the look is perfectly suited to a night out in the city's bars, especially Chueca.

CAMPER Map pp102–3 Clothes & Accessories

☎ 91 578 25 60; www.camper.es; Calle de Serrano 24; ☎ 10am–8.30pm Mon–Sat;  Serrano Spanish fashion is not all *haute couture*, and this world-famous cool and quirky shoe brand from Mallorca offers bowling-shoe chic with colourful, fun designs that are all about comfort. There are other outlets throughout the city.


DAVIDELFÍN Map pp102–3 Clothes & Accessories

☎ 91 700 04 53; www.davidelfin.com; Calle de Jorge Juan 31; ☎ 10.30am–2.30pm & 4.30–8.30pm Mon–Sat;  Velázquez


This young Spanish designer combines catwalk fashions with a rebellious spirit. The look is young, sometimes edgy and an enthusiastic nod to the avant-garde.

EKSEPTION & EKS

Map pp102–3 Clothes & Accessories

☎ 91 577 43 53; Calle de Velázquez 28; ☎ 10.30am–2.30pm & 5–9pm Mon–Sat;  Velázquez The catwalk-like entrance is the perfect introduction to brand names dedicated to urban chic, with Balenciaga, Kokosalaki and Dries van Noten displayed like a gallery showroom in one shop and younger, more casual lines next door.

GALLERY Map pp102–3 Clothes & Accessories

☎ 91 576 79 31; www.gallerymadrid.com; Calle de Jorge Juan 38; ☎ 10.30am–8.30pm Mon–Sat;  Príncipe de Vergara or Velázquez This stunning showpiece of men's fashions and accessories (shoes, bags, belts and the like) is the new Madrid in a nutshell – stylish, brand conscious and all about having the right look. With an interior designed by Tomas Alia, it's one of the city's coolest shops for men.

MO BY MARÍA ROCA

Map pp102–3 Clothes & Accessories

☎ 91 577 88 04; www.mobymariaroca.com, in Spanish; Calle del Conde de Aranda 10; ☎ 10.30am–8pm Mon–Sat;  Retiro Tucked away in a quiet corner of Salamanca, this wonderful boutique sells handbags, jewellery and other accessories. The look ranges from classical to quirky and colourful – only a shop with a loyal following such as this one dares to make leopard skin fashionable again.

SHOPPING STREET – CALLEJÓN DE JORGE JUAN

The small pedestrianised street of Callejón de Jorge Juan (Map pp102–3; M Serrano) is a sanctuary of civility, lined with *haute couture* boutiques whose designers are regulars on the catwalk of Madrid's Pasarela Cibeles. **Alma Aguilar** (☎ 91 577 66 96; www.almaaguilar.com; Callejón de Jorge Juan 12; ☎ 10am–2pm & 5–8pm Mon–Sat) is a classy Madrid designer known for her stylish formal wear for women. **Roberto Torretta** (☎ 91 435 79 89; www.robertotorretta.com, in Spanish; Callejón de Jorge Juan 14; ☎ 10.30am–2pm & 5–8.30pm Mon–Fri, 11am–2pm & 5–8.30pm Sat) specialises in romantic, yet practical design, combining casual and formal wardrobes. **Sybilla** (☎ 91 578 13 22; Callejón de Jorge Juan 12; ☎ 10.30am–8.30pm Mon–Sat) is one of the more original Spanish designers, who combines local and international styles with strong, Spanish colours and deceptively simple pieces with stylish cuts that stand out in the crowd. The trademark of **Pedro García** (☎ 91 575 34 41; www.pedrogarcia.com; Callejón de Jorge Juan 14; ☎ 10.30am–8.30pm Mon–Fri, 10.30am–2pm & 5–8.30pm Sat) is elegant shoes for women.

SARA NAVARRO

Map pp102–3 Clothes & Accessories

☎ 91 576 23 24; www.saranavarro.com; Calle de Jorge Juan 22; ☎ 10.30am–8.30pm Mon–Sat; M Velázquez

Spanish women love their shoes and, perhaps above all, they love Sara Navarro. This designer seems to understand that you may only rarely buy expensive shoes like these – so why not make each into a perfect work of art? The shop is a temple to good taste, with fine bags, belts and other accessories. It also does a line in matching mother-daughter sets.

BOMBONERÍA SANTA

Map pp102–3 Food & Wine

☎ 91 576 86 46; Calle de Serrano 56; ☎ 10am–3pm & 3.30–8.30pm Mon–Sat; M Serrano

If your style is as refined as your palate, the exquisite chocolates in this tiny shop will satisfy. The packaging is every bit as pretty as the *bonbones* within, but they're not cheap – a large box will cost around €120!

LAVINIA

Map pp102–3 Food & Wine

☎ 91 426 06 04; Calle de José Ortega y Gasset 16;

☎ 10am–9pm Mon–Sat; M Núñez de Balboa

Although we love the intimacy of old-style Spanish wine shops, they can't match the selection of Spanish and international wines available at Lavinia, which has more than 4500 bottles to choose from. It also organises wine courses (see p185), wine tastings and excursions to nearby *bodegas* (wineries).

MANTEQUERÍA BRAVO

Map pp102–3 Food & Wine

☎ 91 576 02 93; Calle de Ayala 24; ☎ 9.30am–2.30pm & 5.30–8.30pm Mon–Fri, 9.30am–2.30pm Sat; M Serrano

Behind the attractive old façade lies a connoisseur's paradise, filled with local cheeses, sausages, wines and coffees. The products here are great for a gift, but everything's so good that you won't want to share. Mantequería Bravo won the prize for Madrid's best gourmet food shop or delicatessen – it's as simple as that.

ORIOR BALAGUER

Map pp102–3 Food & Wine

☎ 91 401 64 63; www.oriorbalaguer.com; Calle de José Ortega y Gasset 44; ☎ 10am–2.30pm & 5–8.30pm Mon–Sat; M Núñez de Balboa

Catalan pastry chef Oriol Balaguer has a formidable CV – he worked in the kitchens of Ferran Adrià in Catalonia and won the prize for the World's Best Dessert (the 'Seven Textures of Chocolate') in 2001. His hugely anticipated chocolate boutique opened with much fanfare in Madrid in March 2008 and it's a combination of a small art gallery and a fashion boutique, except that it's dedicated to exquisite finely crafted chocolate collections and cakes. You'll never be able to buy ordinary chocolate again after a visit here. For an interview with Oriol Balaguer, see p143.

VINÇON

Map pp102–3 Homewares

☎ 91 578 05 20; www.vincon.com, in Spanish; Calle de Castelló 18; ☎ 10am–8.30pm Mon–Sat; M Príncipe de Vergara

Conceived in Barcelona when the city was Europe's centre of cool, Vinçon's popularity here recognises the fact that cutting-edge Catalan *disseny* (design) is fast taking hold in the Spanish capital. Sleek and often fun homewares and all sorts of gadgets that you never knew you needed – but suddenly feel you must have – are what it's all about.

(Continued on page 149)

(Continued from page 140)

TOUS

Map pp102–3 Jewellery

☎ 91 575 51 71; www.tous.com; Calle de Claudio Coello 65; ☎ 10am–2pm & 5–8.30pm Mon–Sat; M Serrano

No self-respecting Spanish *pija* (yuppie) could do without the trendy jewellery by Rosa Tous. Some of it's teddy bear-cutesy striving for serious elegance that may seem like an odd combination, but not to Spanish shoppers.

CUARTO DE JUEGOS

Map pp102–3 Specialist

☎ 91 435 00 99; Calle de Jorge Juan 42; ☎ 10am–2pm & 5–8pm Mon–Fri, 5–8pm Sat; M Velázquez or Príncipe de Vergara

We're not sure if it's an official rule, but batteries seem to be outlawed at this traditional toy shop, where the kinds of games, puzzles and toys mum and dad used to play with are still sold. They're not just for kids.

MALASAÑA & CHUECA

Malasaña is one of Madrid's quirkiest barrios in which to shop, home to edgy clothing stores, shops where mainstream designers show off their street cred and highly original jewellery boutiques. Shop staff here won't look down their noses at you no matter what you wear – they've seen it all before. Chueca, on the other hand, can be zany or elegant and caters as much for explicit gay clubbers as for a refined gay sensibility. Where Chueca eases gently down the hill towards the Paseo de los Recoletos and beyond to Salamanca, niche designers take over with exclusive boutiques and the latest individual fashions. In short, it's Madrid in microcosm and ideal for those style-conscious shoppers who value an alternative look at life.

J&J BOOKS & COFFEE

Map pp110–11 Bookshop

☎ 91 521 85 76; www.jandjbooksandcoffee.com; Calle del Espíritu Santo 47; ☎ 11am–midnight Mon–Thu, 11am–2am Fri & Sat, 2–10pm Sun; M Noviciado

Downstairs from this bar that serves as a meeting place for Madrid's expats, this place claims to have more than 150,000 books for sale. A fair proportion of these are in English and the bar is the perfect place to flick through those you're considering buying.

BIBLIOKETA

Map pp110–11 Children's

☎ 91 391 00 99; www.biblioketa.com, in Spanish; Calle de Justiniano 4; ☎ 10.30am–8pm Mon–Sat; M Alonso Martínez

Biblioketa is perhaps the best multilingual children's bookshop in Madrid with a range of quality titles in English, Spanish and French. Check out the basement 'cave', where it runs a range of activities offering an 'apprenticeship' in reading with an emphasis on fun.

EL TEMPLO DE SUSU

Map pp110–11 Clothes & Accessories

☎ 91 523 31 22; Calle del Espíritu Santo 1; ☎ 11am–2.30pm & 5.30–9pm Mon–Sat; M Tribunal

It won't appeal to everyone, but El Templo de Susu's second-hand clothes from the 1960s and 1970s have clearly found a market among Malasaña's too-cool-for-the-latest-fashions types. It's kind of like charity shop meets unreconstructed hippie, which is either truly awful or retro cool, depending on your perspective.

EL TINTERO

Map pp110–11 Clothes & Accessories

☎ 91 308 14 18; www.eltintero.es, in Spanish; Calle de Gravina 5; ☎ 10.30am–2pm & 5–9pm Mon–Fri, 11am–2.30pm & 5–9pm Sat; M Chueca

Terrific T-shirts are all that El Tintero sells, so if you're looking for a colourful *camiseta* with Spanish-language slogans that translate as 'I'm tired of being good' and 'Looking for a habitable planet', this is your place. A few doors down, **El Tintero Niños** (☎ 91 310 44 02; Calle de Gravina 9; ☎ 10.30am–2pm & 5–9pm Mon–Fri, 11am–2.30pm & 5–9pm Sat) takes the

top picks

SPANISH FASHION ICONS

- Agatha Ruiz de la Prada (p138)
- Amaya Arzuaga (p139)
- Camper (p139)
- Custo Barcelona (see the boxed text, p150)
- Davidelfin (p139)
- Divina Providencia (see the boxed text, p150)
- Iñaki Sampedro (see the boxed text, p151)
- Loewe (see the boxed text, p139)
- Manolo Blahnik (see the boxed text, p139)
- Purificación García (see the boxed text, p139)
- Sybilla (see the boxed text, p140)

SHOPPING STREET – CALLE DE FUENCARRAL

As the sign outside the iconic Mercado de Fuencarral (p149) says, 'They say that fashion comes from the street, but which street?' The answer to that question is that much of Madrid's fashion comes from the **Calle de Fuencarral** (Map pp110–11; **M** Gran Vía). All of the following shops are open 10am to 9pm Monday to Saturday.

For landmark Spanish fashion, there's the colourful and consciously cool **Adolfo Domínguez** (☎ 91 523 39 38; www.adolfo Dominguez.com; Calle de Fuencarral 5; **M** Gran Vía), **Mango** (☎ 91 523 04 12; www.mango.es; Calle de Fuencarral 70; **M** Tribunal), often-outlandish **Custo Barcelona** (☎ 91 360 46 36; www.custo-barcelona.com; Calle de Fuencarral 29; **M** Gran Vía), Spain's casual shoe king **Camper** (☎ 91 522 67 35; www.camper.com; Calle de Fuencarral 22; **M** Gran Vía or Tribunal) and **Divina Providencia** (☎ 91 522 02 65; www.divinaprovidencia.com; Calle de Fuencarral 42; **M** Tribunal), whose offbeat retro and Asian influences have made the transition to mainstream stylish.

International names with an outlet along the street include **Geox** (☎ 91 531 64 62; Calle de Fuencarral 53; ☎ 10am–8.30pm Mon-Sat; **M** Tribunal), **Fun & Basics** (☎ 91 523 36 91; Calle de Fuencarral 43; **M** Tribunal), **Salsa** (☎ 91 523 19 45; Calle de Fuencarral 42; **M** Tribunal), **G-Star Raw** (☎ 91 523 80 48; Calle de Fuencarral 39; **M** Gran Vía or Tribunal), **Thomas Burberry** (☎ 91 523 38 14; Calle de Fuencarral 33; **M** Gran Vía or Tribunal), **Pepe Jeans** (☎ 91 701 06 42; Calle de Fuencarral 23; **M** Gran Vía or Tribunal), **Skunkfunk** (☎ 91 391 12 68; Calle de Fuencarral 20; **M** Gran Vía or Tribunal), **Diesel** (☎ 91 522 69 24; Calle de Fuencarral 19; **M** Gran Vía) and **Friday's Project** (☎ 91 522 93 00; Calle de Fuencarral 6; **M** Gran Vía).

same approach but with kids' wear, from newborns to those aged 10 years.

HOLALÁ Map pp110–11 Clothes & Accessories

☎ 91 521 96 78; www.zombiestudio.es, in Spanish; Calle del Pez 7; ☎ 11am–3pm & 5–10pm Mon-Sat; **M** Noviciado

If you're into tattoos, Black Sabbath and can relate to T-shirts that announce 'My Space is the Devil', Holalá is your spiritual home. Zombie Clothing is the name that drives everything you'll find here, from cool-again fur coats to retro sportswear that wouldn't look out of place on a Malasaña night out.

LA TIPO CAMISETAS

Map pp110–11 Clothes & Accessories

☎ 91 547 78 39; www.latipo.es, in Spanish; Calle del Conde Duque 7; ☎ 11am–2.30pm & 5–9pm Mon-Sat; **M** Plaza de España or Ventura Rodríguez T-shirts in bright colours, T-shirts you'd have to be feeling pretty preppy to wear and T-shirts with witty (Spanish-language) slogans that rarely stray into the questionable taste that can be Malasaña's forte are what this shop is all about. It's all good, clean fun that would be out of place in the heart of hard-rocking Malasaña, but they've found a good home here in Conde Duque.

L'HABILLEUR Map pp110–11 Clothes & Accessories

☎ 91 531 32 22; Plaza de Chueca 8; ☎ 11am–2pm & 5–9pm Mon-Sat; **M** Chueca

This popular Paris boutique now has a branch on Plaza de Chueca and the deal is the same: designer names at discounted prices, especially downstairs. For women, top names include Forte-Forte, Dr Fango, Marlota and Sofie Doore, while men are served by Hartford, Ganesh and Vintage.

MADERFAKER INDUSTRY

Map pp110–11 Clothes & Accessories

☎ 91 523 80 36; www.maderfaker.com, in Spanish; Calle del Pez 14; ☎ 11am–2.30pm & 5–9pm Mon-Sat; **M** Noviciado Malasaña's love affair with all things retro takes a funky twist here with a line in clothing, accessories, DVDs and posters that pays homage to black music and cinema from the 1970s. The shop is understated classy, having shed the barrio's often grungy look without losing any of its look-back-in-anger spirit.

MALA MUJER Map pp110–11 Clothes & Accessories

☎ 91 523 29 26; www.malamujer.net, in Spanish; Calle de la Libertad 12; ☎ 11am–3pm & 5–8pm Mon-Fri, 11am–9pm Sat; **M** Chueca Clothing and accessories for women with attitude is the name of the game here at 'The Bad Woman'. The look is playful yet provocative and everything for sale is designed to make a statement. It's kind of like Germaine Greer meets Agatha Ruiz de la Prada.

MERCADO DE FUENCARRAL

Map pp110–11 Clothes & Accessories

☎ 91 521 41 52; Calle de Fuencarral 45; ☎ 11am–9pm Mon-Sat; **M** Tribunal Madrid's home of alternative club-cool is still going strong, revelling in its reverse snobbery. With shops like Fuck, Ugly Shop and Black Kiss, it's funky, grungy and filled to the rafters with torn T-shirts and more black leather and silver studs than you'll ever need.

POPLAND Map pp110–11 Clothes & Accessories

☎ 91 591 21 20; www.popland.es, in Spanish; Calle de Manuela Malasaña 24; ☎ 11am–8.30pm Mon-Sat; **M** San Bernardo

'Curiosity and Retro' are the buzzwords here and Popland has both by the vinyl-suitcase load. 'Go Eighties' T-shirts, Pink Panther dolls, Elvis card games, candy handcuffs, mirrored disco balls, space invaders handbags... If you can't find it here, it simply didn't exist in the world of street pop art.

SNAPO Map pp110–11 Clothes & Accessories

☎ 91 532 12 23; www.fuckingbastardz.com; Calle del Espíritu Santo 5; ☎ 11am–2pm & 5–8.30pm Mon-Sat; **M** Tribunal

Snapo is rebellious Malasaña to its core, thumbing its nose at the niceties of fashion respectability – hardly surprising given that its line of clothing is called Fucking Bastardz Inc. It does jeans, caps and jackets, but its T-shirts are the Snapo trademark. Expect a mocked-up cover of 'National Pornographic' or Pope John Paul II with fist raised and 'Vatican 666' emblazoned across the front. Need we say more?

SHOPPING STREET – CALLE DE PIAMONTE & AROUND

Three streets – Calle de Piamonte, Calle del Conde de Xiquena and Calle del Almirante (Map pp110–11; **M** Chueca or Colón) – have the Chueca market cornered when it comes to exclusive, personalised boutiques for designer accessories. What follows are just a few of our favourites among many. Start at **Piamonte** (☎ 91 522 45 80; Calle de Piamonte 16; ☎ 10.30am–8.30pm Mon-Sat), a favourite haunt of madrileñas looking for special shoes or handbags. The shoes at the cave-like **Las Bailarinas** (☎ 91 319 90 69; Calle de Piamonte 19; ☎ 11am–2pm & 5–8pm Mon-Sat) are popular with Spanish celebrities. French Connection and other stylishly casual lines are found at **Martel Kee** (☎ 91 319 86 11; Calle de Piamonte 15; ☎ 11am–2pm & 5–8.30pm Mon-Sat). Stunning hand-painted handbags and other accessories are available just around the corner at **Iñaki Sampedro** (☎ 91 319 45 65; Calle del Conde de Xiquena 13; ☎ 10.30am–2pm & 5–8.30pm Mon-Sat), one of Spain's most innovative accessories designers. For glamorous evening wear for ladies (*not* 'women', we were informed by the shop assistant), it's difficult to go past the Spanish designer **Jesús del Pozo** (☎ 91 531 36 46; www.jesudelpozo.com; Calle del Almirante 9; ☎ 11am–2pm & 5–8.30pm Mon-Fri, 11am–2pm Sat).

UNDERNATION Map pp110–11 Clothes & Accessories

☎ 902 445 575; www.undernation.es, in Spanish; Calle de Barquillo 38; ☎ 10am–8pm Mon-Sat; **M** Chueca

Undernation would look right at home in Malasaña with hard-core clothing and accessories with black and underground slogans the recurring themes. But, perhaps in a nod to its Chueca locale, Undernation stocks brands like Franklin & Marshall and the shop has none of the grungy atmosphere that usually accompanies the look.

VESTIUM Map pp110–11 Clothes & Accessories

☎ 91 702 40 72; Calle de Barquillo 41; ☎ 11am–2pm & 5–9pm Mon-Sat; **M** Chueca

Vestium made its name in Ibiza and brought with it to Madrid clothes by Diesel, Dolce & Gabbana, Jordi Cuesta and Emporio Armani. The selection is small, but with designers like this on the shelves, what's there is always worth a look.

CACAO SAMPAKA Map pp110–11 Food & Wine

☎ 91 521 56 55; Calle de Orellana 4; ☎ 10am–9.30pm; **M** Alonso Martínez

If you thought chocolate was about fruit 'n' nut, think again. This gourmet chocolate shop is a chocoholic's dream come true, with more combinations to go with humble cocoa than you ever imagined possible.

ISOLÉE Map pp110–11 Food & Wine

☎ 91 522 81 38; www.isolee.com; Calle de las Infantas 19; ☎ 10am–10pm Mon-Wed, to 12.30am Thu-Sun; **M** Gran Vía or Chueca Multipurpose lifestyle stores are all the rage in Madrid, and there's none more stylish than Isolée. It sells a select range of everything

from clothes (Levi's to Davidelfin) and shoes to CDs and food. It also has a trendy café.

MAISON BLANCHE Map pp110–11 Food & Wine

☎ 91 522 82 17; Calle de Piamonte 10; ☎ 10am-midnight Mon-Sat, noon-6pm Sun; M Chueca
A small but extremely tasteful selection of cookbooks, homemade pastas, wines and other delicacies are beautifully displayed here.

PATRIMONIO COMUNAL OLIVARERO

Map pp110–11 Food & Wine

☎ 91 308 05 05; www.pco.es, in Spanish; Calle de Mejía Lequerica 1; ☎ 10am-2pm & 5-8pm Mon-Fri, 10am-1.30pm Sat; M Alonso Martínez
You could buy your Spanish olive oil at El Corte Inglés, but to catch the real essence of the country's olive-oil varieties (Spain is the world's largest producer), Patrimonio Comunal Olivarero is perfect. With examples of the extra-virgin variety (and nothing else) from all over Spain, you could spend ages agonising over the choices. The staff know their oil and are happy to help out.

PLAISIR GOURMET Map pp110–11 Food & Wine

☎ 91 702 55 01; www.plaisirgourmet.com, in Spanish; Calle de Gravina 1; ☎ 10.30am-10pm Mon-Sat; M Chueca

This is not your ordinary delicatessen. With products from every corner of the globe, you'll find all manner of things that you didn't know existed (who knew that essence of cotton from Mali could be used in cooking?) or can't find anywhere else in Madrid. At noon on Saturday, it has tastings of wine and cheese, a nod to the shop's French owners. In 2008 this stylish place won second prize for Madrid's best deli; Mantequería Bravo (p140) came first.

RESERVA & CATA Map pp110–11 Food & Wine

☎ 91 319 04 01; www.reservaycata.com, in Spanish; Calle del Conde de Xiquena 13; ☎ 11am-2.30pm & 5-9pm Mon-Fri, 11am-2.30pm Sat; M Colón or Chueca

This old-style shop stocks an excellent range of local wines, and the knowledgeable staff can help you pick out a great one for your next dinner party or a gift for a friend back home. It specialises in quality Spanish wines that you just don't find in El Corte Inglés and there's often a bottle open so that you can try before you buy.

FUTURAMIC Map pp110–11 Homewares

☎ 91 531 63 57; www.futuramics.com, in Spanish; Calle de Vágame Dios 5; ☎ variable hours; M Chueca

Looking for that 1960s jukebox? Or a real-life parking meter? Just about anything you can imagine in memorabilia (either original or in replica) from the 1930s to the 1980s is available here. Not everything is for sale (the life-size London phone booth, for example), as many of the items are in demand for movie sets, but much of it is. Ring before you head here as it's often out on location.

GANDOLFI Map pp110–11 Jewellery

☎ 91 591 93 77; www.gandolfi.es; Calle de San Andrés 28; ☎ 11am-9.30pm Mon-Sat; M Bilbao
A jewellery store with attitude, Gandolfi blends Malasaña edge with the sophistication of the new Madrid. The rings and other accessories are pretty outlandish, but you'll figure that out as you soon as you walk in and find yourself confronted with a full-size Texaco petrol tank and larger-than-life human statues as props, which are works of art in themselves.

UNO DE 50 Map pp110–11 Jewellery

☎ 91 523 99 75; Calle de Fuencarral 25; ☎ 10am-8.30pm Mon-Sat; M Gran Vía or Tribunal
Close to where in-your-face Malasaña intersects with could-go-either-way Chueca, Uno de 50 offers up silver jewellery that wouldn't look out of place in either barrio. It's chunky and loud and not very subtle, but there are some great pieces here.

RADIO CITY DISCOS Map pp110–11 Music

☎ 91 547 77 67; www.radiocitydiscos.com, in Spanish; Plaza Guardias de Corps 2; ☎ 11am-2pm & 5-9pm Mon-Sat; M Plaza de España or Ventura Rodríguez
In these days of music megastores and internet downloads, it's nice to find small, specialist music shops still going strong. True to Malasaña's roots, Radio City's small collection of CDs and vinyl spans the 1970s, roots, funk, rock and occasional pop, with a small section devoted to Brazil's Tropicalismo.

LA JUGUETERÍA Map pp110–11 Sex Shop

☎ 91 308 72 69; Travesía del San Mateo 12; ☎ 11am-3pm & 5-9pm Mon-Sat; M Alonso Martínez

We don't normally include sex shops in our guides but this softly lit one tickled our fancy (so to speak). Home to sultry staff and carefully chosen feathers and erotic toys, there's nothing brown paper bag and men in anoraks about this place; you won't feel guilty entering. It's very Chueca.

CHAMBERÍ & ARGÜELLES

One of Madrid's trendiest barrios, Chamberí is dotted with great shops, although for designer gear it's not a patch on Salamanca and it doesn't have the quirks of Malasaña and Chueca. Some of it spills over into Argüelles, although the latter is primarily residential and not generally known for its shopping.

ANTIGÜEIDADES HOM Map pp116–17 Antiques

☎ 91 594 20 17; Calle de Juan de Austria 31; ☎ 5-8pm Mon-Wed, noon-2pm & 5-8pm Thu & Fri; M Iglesia

Specialising in antique Spanish fans, this tiny shop is a wonderful place to browse or to find a special gift, especially delicately painted fans and fans made with bone. It's open most afternoons only because the owner spends the morning restoring the fans you see for sale. It's also a purveyor of other treasures/bric-a-brac.

ALTAÏR Map pp116–17 Bookshop

☎ 91 543 53 00; www.altair.es; Calle de Gaztambide 31; ☎ 10am-2pm & 4.30-8.30pm Mon-Fri, 10.30am-2.30pm; M Argüelles

One of the best travel bookshops in Madrid, Altair has an exceptional range of books, maps and magazines covering Spain and every region of the world. Most are in Spanish, but there are loads of English-language titles scattered throughout, as well as calendars and world-music CDs. Altair is the Spanish distributor for Moleksine notebooks, once beloved of Hemingway and Chatwin, and now enjoying a revival.

BOOKSELLERS Map pp116–17 Bookshop

☎ 91 442 79 59; Calle de Fernández de la Hoz 40; ☎ 9.30am-2pm & 5-8pm Mon-Fri, 10am-2pm Sat; M Iglesia

This suburban bookshop has close to the largest selection of English-language titles in town, covering novels, history, travel

literature and Spanish themes. There's another **Booksellers** (☎ 91 702 79 44; Plaza de Olavide 10; ☎ 9.30am-2pm & 5-8pm Mon-Fri, 10am-2pm Sat; M Bilbao, Iglesia or Quevedo) that specialises in multilingual children's books.

PASAJES LIBRERÍA INTERNACIONAL

Map pp116–17 Bookshop

☎ 91 310 12 45; www.pasajeslibros.com; Calle de Génova 3; ☎ 10am-8pm Mon-Fri, to 2pm Sat; M Alonso Martínez

Definitely one of the best English-language bookshops in Madrid, Pasajes has an extensive English section (downstairs at the back), which includes high-quality fiction (if it's a new release, it'll be the first bookshop in town to have it), history, Spanish subject matter and travel, as well as a few literary magazines. There are also French, German, Italian and Portuguese books, and a useful noticeboard.

LOS BEBÉS DE CHAMBERÍ

Map pp116–17 Children's

☎ 91 444 05 96; www.losbebesdechamberi.com, in Spanish; Calle de Gonzalo de Córdoba 7; ☎ 11am-2.30pm & 5.30-8.30pm Mon-Fri, 11am-2.30pm Sat; M Quevedo

This small shop showcases the wonderful individuality of Spanish children's clothes; you'll leave laden with bags for your own kids and for friends back home. Bright colours are a recurring theme, the stuffed toys are always more original than you'll find elsewhere and the wares cater to all ages from newborns to six-year-olds.

DIEDRO Map pp116–17 Clothes & Accessories

☎ 91 444 59 59; www.diedro.com; Calle de Sagasta 17; ☎ 10am-10pm Mon-Sat, noon-10pm Sun; M Bilbao or Alonso Martínez

top picks
CHILDREN'S SHOPS

- Así (p133)
- Imaginarium (p138)
- Los Bebés de Chamberí (above)
- Biblioketa (p149)
- El Tintero Niños (p149)
- Cuarto de Juegos (p149)
- Agatha Ruiz de la Prada (p138)

One of the most innovative gift shops in Madrid, Diedro has designer jewellery, clothes, stationery and homewares. It's a wonderful space spread over three floors that span just about every taste, as long as it's design conscious. Leading brand names include Calvin Klein, Guess, Bodum and Alessi.

DMR MARÍA RIVOLTA Map pp116–17 Jewellery

☎ 91 448 02 57; www.mariarivolta.com, in Spanish; Calle de Fuencarral 146; 🕒 10am–8.30pm Mon–Fri, 10am–2pm & 5–8.30pm Sat; 🚶 Quevedo It's practically impossible to walk out of this tiny jewellery boutique without buying something. The speciality of this Argentine designer is colourful glass and enamel rings, necklaces and bracelets, and each piece is a reasonably priced work of art.

CASA CARRIL Map pp116–17 Specialist

☎ 91 447 05 12; www.casacarril.com, in Spanish; Calle de Luchana 27; 🕒 9am–8pm Mon–Fri; 🚶 Bilbao You could go to any photography shop in Madrid for your camera needs, but why not go where the professionals go? This place has knowledgeable staff who are as savvy with older cameras as with digital ones. It also develops photos and sells a range of other accessories, including camera bags.

HARLEY DAVIDSON MADRID Map pp116–17 Specialist

☎ 91 591 32 50; www.hdofmadrid.com; Calle del General Álvarez de Castro 26; 🕒 10am–2pm & 5–8pm Mon–Fri, 10am–2pm Sat; 🚶 Canal

For the Harley Davidson fans who long to connect with like-minded motorcyclists in Madrid, this is the place to go. You can ooh and ah over the bikes on show, and you'll also find Harley jackets, T-shirts, pins and all sorts of must-have motorbike paraphernalia.

OCHO Y MEDIO Map pp116–17 Specialist

☎ 91 559 06 28; Calle de Martín de los Heros 11; 🕒 10am–2pm & 5–8.30pm Mon–Sat; 🚶 Plaza de España

Close to a number of the best foreign-language cinemas in Madrid, this is a terrific resource for film buffs, with a huge range of books, posters, magazines and other memorabilia. Much of the stock is in Spanish, but there's a smattering of English-language titles and the friendly staff knows its films.

NORTHERN MADRID

TIENDA REAL MADRID Map p123 Specialist

☎ 91 458 74 22; Estadio Santiago Bernabéu, Avenida de Concha Espina 1; 🕒 10am–9pm Mon–Thu, to 8pm Fri & Sat, 11am–8pm Sun; 🚶 Santiago Bernabéu

The club shop of Real Madrid sells replica shirts, posters, caps and just about everything under the sun to which it could attach a club logo. From the shop window, you can see down onto the stadium itself. For information on stadium tours, turn to p122.

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