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Shopping

Shopping

Shopping in Vienna can be a schizophrenic experience. First, there's the glitz. The Innere Stadt's grand baroque and Secessionist edifices house a dazzling array of high-end retailers – from chains like Prada, Cartier, Chanel, Swarovski and all the usual luxury suspects to homegrown upmarket heavyweights like Augarten and J&L Lobmeyr. Wandering the streets around Graben and Kohlmarkt will afford you some sumptuous window shopping, whether or not you can afford the delights on offer.

The riches of history are also up for sale, most notably in the remarkable Dorotheum auction house (see p181). The streets surrounding the Dorotheum and down to Albertina-platz are filled with galleries selling all manner of opulent stuff – period and contemporary art from all over Europe; antique guns, porcelain, armour – like a random museum with price tags.

At the other end of the spectrum are Vienna's idiosyncratic *Altwaren* (old wares) shops, filled with secondhand odds and ends, where you may find the odd treasure amongst the dross. Reigning supreme in the bric-a-brac stakes is the famous *Flohmarkt* (see p185), a huge flea market crammed with bargain hunters on Saturdays, where the dusty contents of suburban attics mix with genuinely valuable and beautiful old pieces to make for a very enjoyable – and quintessentially Viennese – shopping experience.

In between, Vienna has its due share of global High Street names and chain stores, and in some areas, like along Kärntner Strasse and Mariahilfer Strasse, it seems not much besides. Little gems do exist, but you need to explore the hidden alleyways and backstreets to find them; a bit of legwork can bring great rewards. Local specialities include porcelain, ceramics, handmade dolls, wrought-iron work and leather goods, and many shops sell collectables such as stamps *Briefmarken* (stamps) and *Münze* (coins).

In the tiny Innere Stadt Hoher Markt, Bauernmarkt and around you'll find designer fashion and small boutiques, more and more of which are now selling locally designed clothes and accessories – as evidenced by outlets like designers' cooperative Art Up (p183). Vienna has a healthy local design scene. Outside the Ring, your best bets for a pleasant afternoon's shopping



Shoppers and tourists in the mall on Graben (p180)

are Mariahilf and Neubau – particularly Neubaugasse and Westbahnstrasse – and Josefstädter Strasse, where you'll find plenty of quirky one-offs and interesting boutiques.

Many of Vienna's finest shops are listed in the free *Shopping, Wining & Dining* booklet, produced by the tourist office and also available online at <http://info.wien.at>. *Best of Vienna*, a quarterly magazine (in German), has a large and typically idiosyncratic section devoted to shopping. For special reductions, look out for *Aktion* signs.

If you plan to do a bit of shopping, consider purchasing the Vienna Card (see the Directory chapter, p225, for more details).

Opening Hours

Most shops are open between 9am and 6pm on Monday to Friday and until 5pm on Saturday. Some have extended hours on Thursday or Friday till around 7.30pm. Although officially shops aren't permitted to trade on Sundays, you will find the odd renegade establishment open.

Consumer Taxes

Mehrwertsteuer (MWST; value-added tax) is set at 20% for most goods. Prices are displayed inclusive of all taxes, even (usually) service charges in hotels and restaurants.

All non-EU visitors are entitled to a refund of the MWST on purchases over €75. To claim the tax, a tax-refund cheque must be filled out by the shop at the time of purchase (you'll need to show your passport), which must then be stamped by border officials when you leave the EU. Vienna airport has a counter for payment of instant refunds. Counters are also at Westbahnhof, Südbahnhof and at major border crossings. The refund is best claimed upon departing the EU, as otherwise you'll have to track down an international refund office or make a claim by post. After a handling fee is deducted, refunds normally amount to 13% of the purchase price.

Bargaining

Bargaining is a no-no in shops, although you can certainly haggle when buying second-hand. It's a must at the *Flohmarkt* (see p185).

INNERE STADT

STEPHANSPLATZ

AUGARTEN WIEN

Map pp254-5

Glassware & Porcelain

☎ 512 14 94; www.augarten.at; 01, Stock-im-Eisen-Platz 3; h 10am-6.30pm Mon-Fri, 10am-6pm Sat; U1, U3 Stephansplatz

Wiener Porzellanmanufaktur Augarten makes Vienna's finest porcelain; the most delicate of ornaments, vases and dinnerware with traditional hand-painted designs are available at a number of outlets around town. Beautiful, quality stuff (though perhaps a touch old-fashioned to some tastes)

TOP SHOPPING STRIPS

- Josefstädter Strasse – an old-fashioned shopping street filled with idiosyncratic shops selling anything from *Altwaren* to gemstones
- Kohlmarkt – a river of high-end glitz, flowing into a magnificent Hofburg view
- Kärntner Strasse – a bit more middlebrow than in its heyday, but still the Innere Stadt's main shopping street and a real crowd-puller
- Neubaugasse – a second-hand hunter's paradise and lined with unusual shops
- Mariahilfer Strasse – Vienna's largest shopping street, with plenty of High Street names and masses of people

with prices to match, starting at around €70 for a small vase. Tours of the factory (Map pp258-9) are available; ask at the shop or see the website for details.

MANNER Map pp254-5

Food

☎ 513 70 18; www.manner.com; 01, Stephansplatz 7; 10am-9pm Mon-Sat; b U1, U3 Stephansplatz
Even Manner – Vienna's favourite sweet since 1898, a glorious concoction of wafers and hazelnut cream – has its own concept store now, decked out in the biscuit's signature peachy pink. Here you can buy not only the product itself in every imaginable variety and packaging combination, but also Manner T-shirts, Manner bath towels, Manner toy trucks – you name it.

MADE IN VIENNA

- Art Up (p183) – the best in local fashion and design
- Vienna Bag (below) – chic and durable carry-alls
- Perzy Snow Globes (p187) – the original and the best
- Augarten Wien (p179) – traditional porcelain designs and super-high quality (beware of the miniature poodles though)
- Woka (right) – Wiener Werkstätte design at its most shining



Contemporary design on display at Art Up (p183)

EAST OF STEPHANSPLATZ

BRITISH BOOKSHOP Map pp254-5 Books

☎ 512 19 45-0; www.britishbookshop.at; 01, Weihburggasse 24; h 9.30am-6.30pm Mon-Fri, 9.30am-6pm Sat; j 1, 2

The British Bookshop has the largest selection of English reference and teaching books in Vienna. There's also a well-ordered and extensive fiction section, children's books and a few DVDs. There's a second outlet in Neubau called *British Bookshop II* (Map pp254-5; ☎ 522 67 30; 07, Mariahilfer Strasse 4; b U2 Museumsquartier).

VIENNA BAG Map pp254-5 Accessories

☎ 513 11 84; 01, www.vienna-bag.com; Bäckerstrasse 7; h 10.30am-6pm Mon-Fri, 10.30am-5pm Sat
Vienna Bag have been making their funky and practical handbags and satchels since 2001. In both black and brightly coloured varieties, they're strong, lightweight and washable as well as chic.

WOKA Map pp254-5 Lighting

☎ 513 29 12; www.woka.at; 01, Singerstrasse 16; h 10am-6pm Mon-Fri, 10am-5pm Sat; b U1, U3 Karlsplatz

This is a great place to come to get a feel for the Wiener Werkstätte aesthetic and Bauhaus, Art Deco and Secessionist design, with its accurate reproductions of lamps designed by the likes of Adolf Loos, Kolo Moser and Josef Hoffmann. The collection on show is quite remarkable and well worth a look.

KÄRNTNER STRASSE, GRABEN & KOHLMARKT

ALTMANN & KÜHNE

Map pp254-5 Confectionery

☎ 533 09 27; 01, Graben 30; h 9am-6.30pm Mon-Fri, 10am-5pm Sat; b U1, U3 Stephansplatz
This charming small shop has a touch of the old world about it, partly due to the handmade packaging of their chocolates and sweets, designed by Wiener Werkstätte in 1928. Altmann & Kühne have been producing hand-made bonbons for more than 100 years using a well-kept secret recipe.

BERNSTEINZIMMER Map pp254-5 Jewellery

☎ 512 67 85; www.bernstein.co.at; 01, Seilergasse 19; h 10am-1pm & 2-6.30pm Mon-Fri, 10am-1pm Sat; b U1, U3 Stephansplatz

The 'Amber Room', named for the famous room of amber in Berlin's Schloss Charlottenburg which was lost after WWII, does its best to approximate the idea. Oversized beads, carved animals, cigarette holders – simply amber in all shapes & sizes, most of which is sourced from Poland. A must for amber freaks.

DOUGLAS Map pp254-5 Cosmetics

☎ 533 09 78; 01, Graben 29; h 9am-7pm Mon-Fri, 9am-6pm Sat; b U1, U3 Stephansplatz
Perfume, cosmetics and skin care from all the big European names, as well as professional-standard own-brand make-up brushes and accessories, are available here and at other Douglas branches throughout the city.

FREYTAG & BERNDT Map pp254-5 Books & Maps

☎ 533 86 85; www.freytagberndt.at; 01, Kohlmarkt 9; h 9am-7pm Mon-Fri, 9am-6pm Sat; b U3 Herrengasse, bus 2A, 3A
There is no better place for maps and travel guides than Freytag & Berndt. There's an

exhaustive collection of guides and maps to Vienna and Austria (including some superbly detailed walking maps) and guides to Europe and the world (many in English).

J & L LOBMEYR

Map pp254-5 Glassware & Porcelain

☎ 512 05 08; www.lobmeyr.at; 01, Kärntner Strasse 26; b U1, U3 Stephansplatz
One of Vienna's most lavish retail experiences; the fine glassware and porcelain on display here glitters from the lights of the chandelier-festooned atrium. The firm has been in business since the beginning of the 19th century when it exclusively supplied the imperial court; these days, production is more focused towards Werkstätte pieces. Even if you're not in the market for a chandelier, you can sweep up the beautifully ornate wrought-iron staircase to the museum/showroom, with its somewhat cluttered collection of Biedermeier pieces and some Loos-designed sets and art-glass vases thrown in.

MEINL AM GRABEN Map pp254-5 Food & Wine

☎ 532 33 34; www.meinlgraben.at; 01, Graben 19; h 8am-7.30pm Mon-Wed, 8am-8pm Thu-Fri, 9am-6pm Sat; bus 1A, 2A, 3A

The most prestigious providore in Vienna, Meinel stocks quality foodstuffs from all over Europe. Most of the ground floor is given over to chocolates and confectionery; upstairs are impressive cheese and cold meats counters. The wine shop has premium European wines and a good stock of Austrian fruit liqueurs; Meinel's Weinbar (h 11am-midnight Mon-Sat) in the cellar has a great selection of wines by the glass and a chilled, classy atmosphere. There's also a sushi bar and restaurant.

MÜHLBAUER Map pp254-5 Accessories

☎ 512 22 41; www.muehlbauer.at; 01, Seilergasse 10; h 10am-6.30pm Mon-Fri, 10am-6pm Sat; b U1, U3 Stephansplatz

Adorning Viennese heads since 1903, Mühlbauer embodies the spirit of fun that hat-wearing in the 21st century should be all about: cool without being unapproachable, glamorous without being stuffy. Cloches, pillboxes, caps and even bonnets – designs nod to the traditional but with colours and detailing that are oh-so now (see the current collection on their website). There's a range of hats for men, too.

ALTWAREN AUCTIONS

Although you may never dream of dropping into Sotheby's for a quick browse, when in Vienna it seems perfectly natural to inspect what's on offer at the **Dorotheum** (Map pp254-5; ☎ 515 60-0; www.dorotheum.com); 01, Dorotheergasse 17; h 10am-6pm Mon-Fri, 9am-5pm Sat; bus 2A, 3A). Amongst the largest auction houses in Europe, this is the apex of Vienna's *Altwaren*-consumer culture, the Flohmarkt's wealthy uncle. Something between a museum and the fanciest car-boot sale you ever saw, the rooms are filled with everything from antique toys and tableware to autographs, antique guns and Old Masters paintings.

The stock changes weekly, and not everything is priced sky-high – there are also affordable household ornaments up for grabs. On the 2nd floor is the Freier Verkauf section, a massive antique gallery where you can buy on the spot at anted prices.

Auction proceedings are fun to watch even if you don't intend to buy, and scheduled dates for auctions and viewings are available online (or at the ground-floor reception). If you lack the confidence to bid, you can commission an agent to do it for you. The hammer price usually excludes VAT; you'll have to pay this but you may be able to claim it back later.

OBERLAA Map pp254-5 Confectionery

☎ 513 29 36; www.oberlaa-wien.at; 01, Neuer Markt 16; h 8am-8pm daily; b U1, U3 Stephansplatz
Oberlaa sells some of the most beautifully packaged chocolates in Vienna (in the face of some pretty stiff competition). Even more exquisite are their 'LaaKronen' – brightly coloured macarons, in flavours like pistachio, lemon and strawberry, available singly or in gorgeous boxed sets. There are five other branches around town.

OPERN CONFISERIE Map pp254-5 Confectionery

☎ 512 19 10; 01, Kärntner Strasse 47; h 9am-7pm Mon-Sat, 11am-6pm Sun; b U1, U2, U4 Karlsplatz, j D, J, 1, 2, 62, 65
An old-fashioned confectionery store in the midst of buzzing Kärntner Strasse, with a dizzying array of handmade truffles, many-shaped marzipan, and brightly coloured fruit *gelées*. Look out for Austrian-made Bachhalm handmade chocolate bars, with chunky ingredients – from standards like pistachio to more challenging taste concepts such as rose petal and shitake mushroom.

ÖSTERREICHISCHE WERKSTÄTTEN

Map pp254-5 **Glassware & Porcelain**
% 512 24 18; www.austrianarts.com; 01, Kärntner Strasse 6; h 10am-6:30pm Mon-Fri, 10am-6pm Sat; b U1, U3 Stephansplatz
Overcome your first impressions of this place – the ground floor is mostly high-end tourist tat – and go upstairs where you'll find the good stuff. Established in 1945, Österreichische Werkstätten is dedicated to selling work made by Austrian companies and designed by Austrian designers. Look out for Kisslinger, a family glassware company since 1946, with Klimt- and Hundertwasser-styled designs; Peter Wolfe's more traditional Tirol-style designed glassware; and of course the world-renowned Reidel wine glasses. The 'museum' downstairs is mostly a showroom for replica Hoffman and *Jugendstil* vases and glassware.

PALMERS

Map pp254-5 **Clothing**
% 512 93 41; 01, Kärntner Strasse 4; h 9.30am-7pm Mon-Fri, 9.30am-6pm Sat; b U1, U3 Stephansplatz
As Marks & Spencers' undies are to British women, so Palmers' are to Austrian women. Their own-brand underwear is reasonably priced, well-made and sexy. They've branched out into undies for men, too.

R HORNS

Map pp254-5 **Accessories**
% 513 82 94; www.rhorns.com; 01, Bräunerstrasse 7; h 10am-6.30pm Mon-Fri, 10am-5pm Sat; bus 2A, 3A
The leathersgoods at this classy store follow the philosophy of the Wiener Werkstätte, with classic, elegant styles, immaculately finished. Most items are in calfskin with dark green moiré lining. Handbags, wallets, briefcases and accessories come at a price, but these are long-term investments, not faddish fashion pieces.

WOLFORD

Map pp254-5 **Fashion**
% 512 87 31; 01, Kärntner Strasse 29; http://wolford.com; h 9.30am-7pm Mon-Fri, to 9pm Thu, 9.30am-6pm Sat; b U1, U3 Stephansplatz
Perhaps the best-known Austrian brand in the fashion world, Wolford (founded in 1949) is renowned for high-quality hosiery. Here you'll find a huge range – including

VIENNA'S BEST CHOCOLATE & CAKES

- Café Sacher (p140) – their eponymous cake graces thousands of tourists' 'must-do in Vienna' lists
- Demel (p140) – a famed *Konditorei* with a *Jugendstil* interior and a peekable cake-designing studio out back
- Aida (p139) – magnificent retro interiors and fabulous cakes and sweets
- Oberlax (p181) – gloriously packaged chocolates and biscuits
- Altmann & Kühne (p180) – world-famous bonbons made using a hundred-year-old recipe

fishnets in all colours of the rainbow and imaginatively patterned tights, stay-ups, stockings and knee-highs – as well as body stockings and swimwear. There are a number of Wolford branches scattered around town.

NORTH OF HOFBURG

KAUFHAUS SCHIEPEK

Map pp254-5 **Jewellery**
% 533 15 75; 01, Teinfaltstrasse 3; h 10.30am-6.30pm Mon-Fri, 10am-5pm Sat; bus 1A
This quirky and truly original shop stocks jars and jars of multicoloured baubles. Stock up on beads that look like liquorice allsorts and make your own crazy masterpiece, or buy one of their wacky plastic numbers featuring big plastic lobsters or birds' heads.

LODEN-PLANKL

Map pp254-5 **Clothing**
% 533 80 32; www.plankl.at; 01, Michaelerplatz 6; h 10am-6pm Mon-Sat; b U3 Herrergasse, bus 2A, 3A
Want to kit yourself out Von Trapp family-style? This 180-year-old institution is the place to come. Embroidered dirndls and blouses, capes, high-collared jackets and deer suede coats are all handmade (which is reflected in their prices), and modern variations are available as well as the traditional designs – though you're likely to find more nostalgic charm in the trad stuff. Christopher Plummer wannabes from around the world come to Loden-Plankl to buy the coats made from loden (a traditional fabric made from boiled and combed wool).

SHIPPING

Map pp254-5 **Toys**
% 533 15 75; 01, Teinfaltstrasse 4; h 1-6.30pm Mon-Fri, 10am-5pm Sat; bus 1A
An explosion of colour in the sedate backstreets behind the Burgtheater, this shop specialises in toys for adults – tacky-groovy plastic food-serving sets in bright colours, fake plastic food and lots of other useless but fun objets d'kitsch.

XOCOLAT

Map pp254-5 **Confectionery**
% 535 43 63; www.xocolat.at; 01, Freyung 2; h 10am-6pm Mon-Fri, 10am-5pm Sat, noon-5pm Sun; b U3 Herrergasse, bus 1A
An aromatic, chocolate-lovers' paradise, and a good reason to visit the magnificent Freyung Passage, this upscale *Konditorei* offers 40-odd varieties of beautifully decorated handmade chocolates, some of which qualify as tiny edible works of art. Too good to eat, and too good not to.

JEWISH QUARTER & AROUND

ART UP

Map pp254-5 **Fashion & Accessories**
% 535 50 97; www.artup.at; 01, Bauernmarkt 8; h 11.30am-6.30pm Mon-Fri, 11am-5pm Sat; b U1, U3 Stephansplatz
The best place to come if you want to take the temperature of Vienna's contemporary design scene, Art Up works on a cooperative model allowing the designers who stock their work here to get a foothold in the fashion world – around 35 of them at the time of research. The model makes for an eclectic collection – elegant fashion pieces rub alongside quirky accessories (Astroturf tie or handbag, anyone?) as well as ceramics and bigger art pieces. It's a testament to the liveliness of the fashion and design scenes in Vienna, given new vigour by students coming out of the city's fashion schools and driven by a burgeoning confidence in the quality of homegrown talent.

BLACK MARKET

Map pp254-5 **Music**
% 533 76 17-0; 01, Gonzagagasse 9; h midday-7pm Mon-Fri, 11am-6pm Sat; tram 1, 2, bus 2A
Black Market is Vienna's house, techno and electronic music specialist. The vinyl selection is enormous and the staff highly knowledgeable. You'll also find a small lounge with coffee, and cooler-than-cool T-shirts and sweats.

JUST LOOKING, THANKS

Vienna is a browser's dream: a city full of precious items in lavish outlets, and with a real respect for the art of browsing – you'll never be hurried along or frowned upon for just looking. These are our favourites, for a variety of reasons:

- J&L Lobmeyr (p181) – a glittering palace of wondrous goods
- Dorotheum (p181) – what can we say – you could amuse yourself here for days
- Lichterloh (p186) – one of the coolest furniture shops you'll ever see
- Freyung Passage – come to this sumptuous shopping arcade to buy chocolates from Xocolat (left), but also to marvel at the Art Nouveau carved friezes, marble statuary and fountain
- Prachner im MQ (p184) – the collection of Austrian and Viennese art and architecture books here will inspire and inform your sightseeing

SHAKESPEARE & CO

Map pp254-5 **Books**
% 535 50 53; www.shakespeare.co.at; 01, Stern-gasse 2; h 9am-8pm Mon-Fri, 9am-7pm Sat; bus 2A, 3A
This beautifully cluttered bookshop in a charming area just off Judengasse stocks Vienna's best collection of literary and hard-to-find titles in English – history,



Kaufhaus Schiepek (opposite page)

culture, classic and modern fiction – with a wide range of titles about Austria and by Austrian writers displayed separately. The personalised and friendly service makes this the best place in town to come for your train and plane reading needs.

SONG Map pp254-5 Fashion & Accessories

☎ 532 28 58; 01, Landskrongasse 2; h 10am-6.30pm Mon-Fri, 10am-6pm Sat; b U1, U3 Stephansplatz, bus 1A

Song stocks the latest and most cutting-edge gear from top international designers like Martin Margiela, Balenciaga and Walter van Beirendonck – lots of asymmetrics and unexpected fabrics.

UNGER UND KLEIN Map pp254-5 Wine

☎ 532 13 23; www.ungerundklein.at; 01, Göldsdorf-gasse 2; h 3pm-midnight Mon-Fri, 5-midnight Sat; j 1, 2, bus 2A, 3A

Unger und Klein's small but knowledgeable wine collection spans the globe, but the majority of its labels come from Europe. The best of Austrian wines – expensive boutique varieties to bargain-bin bottles – is available. It's also a small, laid-back wine bar, with a reasonable selection of wines by the glass, which gets crowded on Friday and Saturday evenings.

WEIN & CO Map pp254-5 Wine

☎ 535 09 16; www.weinco.at in German; 01, Jasomirgottstrasse 3-5; h 10am-midnight Mon-Sat, 11am-midnight Sun; b U1, U3 Stephansplatz

With a wide selection of quality European and New World wines, and a huge variety of local bottles, Wein & Co is probably your best bet for wine shopping – you should be able to pick up a bargain, as the specials

here are always great. You can also buy cigars, and the wine bar has a terrace with a view of Stephansdom (try 'Happy Sunday' when all glasses are half-price 11am to 4pm). Five other Wein & Co shops are scattered around town.

RINGSTRASSE

PARLAMENT TO SCHWARZENBERGPLATZ

SPIELZUNG Map pp254-5 Toys

☎ 512 56 10; 01, Ringstrasse Galerien, Kärntner Ring 5-13; h 10am-7pm Mon-Fri, 10am-6pm Sat; b U2, U4 Karlsplatz, j D, J, 1, 2, 62, 65

Beautifully wrought models – circuses, carousels, the Riesenrad – and slightly spooky handmade dolls are the mainstays of this famous shop, in Vienna for 40 years. Prepare to be enchanted and bemused by the huge array of dollhouse accessories – tiny plastic meals for dolls include tiny eggs in tiny eggcups and a tiny roast chicken meal complete with tiny carrots.

MUSEUMSQUARTIER

LOMOSHOP Map pp254-5 Photography

☎ 523 70 16; 07, Museumsplatz 1; h 11am-7pm Mon-Sun; U2, U3 Volkstheater, bus 48A

The Lomographic Society's (www.lomography.com) first ever Lomography shop is in MuseumsQuartier. Lomo is a worldwide cult and the Lomoshop is considered its heart. There's all manner of Lomo cameras, gadgets and accessories for sale; an original Russian-made Lomo will set you back around €150, and you can get single-use disposable Lomo cameras for €12. There's also a wall full of Lomo photos on display, for inspiration.

PRACHNER IM MQ Map pp254-5 Books

☎ 512 85 88-0; www.prachner.at; 07, Museumsplatz 1; h 10am-7pm Mon-Sat, 1-7pm Sun; b U2, U3 Volkstheater, bus 48A

A must for coffee-table connoisseurs, this luxuriously airy and browse-friendly space hosts a serious collection of books on art, photography, fashion and design theory, including a great range on the history of Austrian and Viennese art and design.

MARKETS

With globalisation storming the world, multinational chain stores gobbling up local shops and independent retailers being forced into early retirement, it's refreshing to know that in Vienna the traditional market is still alive and kicking. Almost every district has at least one market selling fresh produce from Monday to Saturday, many reflecting the ethnic diversity of their neighbourhood. Some host *Bauernmärkte* (farmers markets) on Saturday mornings, where growers from the surrounding countryside travel to the big city to sell their wares – fresh vegetables, tree-ripened fruit, cured hams, free-range eggs, home-made schnapps and cut flowers.

The best of the bunch:

Naschmarkt (Map pp254-5; 06, Linke & Rechte Wienzeile; h 6am-6.30pm Mon-Fri, 6am-5pm Sat; b U1, U2, U4 Karlsplatz, U4 Kettenbrückengasse) The market in Vienna. This massive market extends for more than 500m along Linke Wienzeile between the U4 stops of Kettenbrückengasse and Karlsplatz. The western end near Kettengasse is more fun, with all sorts of meats, fruit and vegetables (this is the place for that hard-to-find exotic variety), spices, wines, cheeses and olives, Indian and Middle Eastern specialities and fabulous kebab and falafel stands. (Check out the vinegar and oil place, with 24 varieties of fruit and veg-flavoured vinegar, 11 balsamics and over 20 types of flavoured oil.) The market peters out at the eastern end to stalls selling Indian fabrics and jewellery and trashy trinkets – suddenly you'll feel like you're in a Nepal tourist town.

Brunnenmarkt (Map pp258-9; 16, Brunnengasse; h 6am-6.30pm Mon-Fri, 6am-2pm Sat; b U6 Josefstädter Strasse, tram J) Brunnenmarkt is the largest street-market in Vienna and reflects the neighbourhood's ethnic make-up – most stallholders are of Turkish or Balkan descent. The majority of produce sold is vegetables and fruit, but there are a few places selling unbelievably tacky clothes – this is the place to pick up that Hulk Hogan T-shirt you've always wanted. The kebab houses here are truly superb (see Kent, p136, and Etap, p136). On Saturday nearby Yppenplatz features the best *Bauernmarkt* in the city.

Flohmarkt (Map pp260-1; 05, Kettenbrückengasse; h dawn-4pm Sat; b U4 Kettenbrückengasse) One of the best flea markets in Europe, this Vienna institution should not be missed. It's tacked onto the southwestern end of the Naschmarkt on Saturdays, and half of Vienna seems to converge here, either flogging or pawing through tonnes of antiques, *Altwaren* and just plain junk. It stretches for several blocks of stands hawking books, clothes, records, ancient electrical goods, old postcards, ornaments, carpets... you name it. It's very atmospheric – more like the markets of Eastern Europe – with goods piled up in apparent chaos on the walkway. Try to get there early, as it gets more and more crammed as the morning wears on. Stallholders know the value of their goods (and the fact this is a tourist attraction), so they'll quote high. Haggle!

Karmelitermarkt (Map pp258-9; 02, Im Werd; h 6am-6.30pm Mon-Fri, 6am-2pm Sat; bus 5A) A market with a long tradition, the Karmelitermarkt reflects the ethnic diversity of its neighbourhood; you're sure to see Hasidic Jews on bikes shopping for kosher goods here. Set in a square with architecturally picturesque surrounds, the market is quiet during weekdays but has a good range of authentic ethnic places to eat; fruit and vegetable stalls share the marketplace with butchers selling kosher and halal meats. On Saturday the square features a *Bauernmarkt*.

Freyungmarkt (Map pp254-5; 01, Freyung; h 8am-7.30pm Fri & Sat; b U2 Schottentor, bus 1A) The Freyung market exclusively sells organic produce from farmers. The atmosphere here is quite sedate compared to the markets mentioned above.



Flohmarkt at Naschmarkt (this page)

TOP FIVE TOURIST TAT

Like any long-established tourist hot-spot, Vienna does a great line in rubbish souvenirs. These are our favourites:

- Mozart in every imaginable incarnation – keyrings, mousepads, tissues, chocolate balls
- wedding-cakey, sickly sweet porcelain figurines
- Klimt-printed everything
- little pottery cottages
- inexplicable miniature shoes.

INSIDE THE GÜRTEL

WIEDEN

BABETTES Map pp260-1 Food & Books

% 585 51 65; 04 Schleifmühlgasse 17; h 10am-7pm Mon-Fri, 10am-5pm Sat; bus 59A
Babettes is a unique concept in Vienna. Part eatery, part cookbook and spice store, it caters to a growing market of Viennese willing to experiment with what they cook at home. With more than a thousand cookbooks from around the world, you should be able to find something to match your tastes. Cooking courses are also available.

BOBBY'S FOOD STORE Map pp260-1 Food

% 586 75 34; 04, Schleifmühlgasse 8; h 10am-6.30pm Mon-Fri, 10am-6pm Sat; j 62, 65, bus 59A
Craving Vegemite or Marmite? Salt-and-vinegar crisps? Heinz Spotted Dick? Bobby's is a one-stop food store for brands from the US, UK and beyond that are hard to find anywhere else in Vienna.

CLOTHING SIZES

Measurements approximate only, try before you buy

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

FLO VINTAGE MODE Map pp260-1 Fashion

% 586 07 73; 04, Schleifmühlgasse 15a; h 10am-6.30pm Mon-Fri, 10am-3.30pm Sat; bus 59A
In a city this enamoured with the glamorous past, it's no less than shocking that there's only one true vintage clothing store in town. The clothes here are fastidiously and beautifully displayed, from pearl-embroidered Art Nouveau masterpieces to 1950s and '60s New Look pieces and designer wear of the '70s and '80s (alphabetised Armani-Zegna). Prices are high, and so is quality.

MARIAHILF

EWA'S FASHION LOUNGE

Map pp260-1 Fashion

06, Schadekgasse 3; www.hotkultur.at in German; h 11am-7pm & 9pm-4am; b U3 Neubaugasse, bus 13A

Junky, but funky – Ewa's is a club by night, a trashy retro clothing shop by day. A DJ spins discs as you pause between racks and sit at the bar for a drink. The clothes are from the polyester and frayed cuff school of secondhand, but the vodka is cheap and the ambience is...interesting.

LICHTERLOH Map pp254-5 Furniture

% 581 83 06; www.lichterloh.com; 06, Gumpendorferstrasse 15-17; h 11am-6.30pm Mon-Fri, 11am-4pm Sat; bus 57A

This massive, ultra-cool space is filled with iconic furniture from the 1900s to 1970s, by names such as Eames, Thonet and Mies Van Der Rohe. Even if you're not planning to lug home a slick Danish sideboard, it's worth a look at this veritable gallery of modern furniture design. There's also some more transportable antique kitsch and glassware.

MÖRTZ Map pp254-5 Shoes

% 587 57 87; 06, Windmühlgasse 9; h 8.30am-1pm & 2-6pm Mon-Fri, 8.30am-noon Sat; bus 57A
On any given weekend, elderly ladies and gents of the city can be seen riding buses and trams to the Wienerwald (Vienna Woods) for a bit of *Wandern* (hiking). Their boots look as though they've survived both world wars and they'd easily survive another couple – they're probably from Mörtz. Here you can find superb handmade hiking boots sturdy enough for any hike you care to undertake, and they're comfortable to boot.

PARK Map pp260-1 Fashion

% 526 44 14; www.park.co.at; 07, Mondscheingasse 20; h 10am-7pm Mon-Fri, 10am-6pm Sat; j 49, bus 13A
A serious designer store in a stark all-white 480 sq metre space, Park stocks fashion books and magazines as well as cutting edge fashion from designers such as Hussein Chalayan and Raf Simons. They also sell the fantastic artist-designed 2k tees (www.2kshirts.com) from Japan.

PHILI'S – WITH LOVE

Map pp260-1 Fashion & Accessories

% 504 50 16-00; www.phili-s.com; 06, Gumpendorferstrasse 71; h 9am-6.30pm Mon-Fri, 9am-4pm Sat; b U4 Pilgramgasse, bus 57A
A shop for girly girls – think frilly pink umbrellas, glam-and-glitter jewellery, flowery hoodies, trainers and boots. Even tomboys might be swayed by the super-cute novelty totes and handbags from cult Danish label Apfelsina and a range of other carefully chosen bits and bobs by hip labels from around the world.

PICCINI PICCOLO GOURMET

Map pp254-5 Food & Wine

% 587 52 54; 06, Linke Wienzeile 4; h 9am-6.30pm Mon-Fri, 8.30am-2pm Sat; b U1, U2, U4 Karlsplatz
Piccini stocks only the finest and freshest goods from Italy, all of which are handled with love and care – wines, multitudes of varieties of dried pasta, 20-odd different types of salami, olives and oil. It's also a superb restaurant (see p132).



Shu! (p188)

SNOW GLOBES

There are many impersonators but only one true snow-globe original – the Perzy Snow Globe. Back in 1900 in his workshop in Vienna, Erwin Perzy I had the idea of designing a globe containing a church and filled with liquid and rice, which, when shaken, produced the effect of snow falling. It became an instant hit, even with Emperor Franz Josef.

More than a hundred years on the company is still going strong, and is still in family hands; Erwin Perzy III, the grandson of the snow-globe creator, is the current head of the company. Their products have travelled the globe, and have landed in some illustrious paws – a Perzy snow globe was produced for Bill Clinton's inauguration and contains the actual confetti from the event. One-off pieces have also been produced for the films *Citizen Kane*, *Heidi* and *True Lies*.

In a world of cheap-and-cheerful products, churned out in their thousands by automated production lines, its surprising, and refreshing, to learn that every snow globe is still handmade. Their factory contains the small Perzy Snow Globe Museum (Map pp258-9; % 486 43 41; www.viennasnowglobe.at; 17, Schumannngasse 87; h 9am-3pm Mon-Thur; j 9, 42), which stocks their snow globes and can be visited by appointment.

POLYKLAMOTT Map pp260-1 Clothing

% 969 03 37; 06, Hofmühlgasse 6; h 11am-7.30pm Mon-Fri, 11am-5pm Sat; b U4 Pilgramgasse, bus 13A

This low-key secondhand shop is filled with eminently rummagable racks of reasonably priced gear for men and women. Their own-brand retro satchels round out the

CHRISTMAS MARKETS

From around the middle of November, *Christkindlmärkte* (Christmas markets) start to pop up all over Vienna. Ranging from kitsch to quaint in style and atmosphere, they all have a few things in common: plenty of people, loads of Christmas gifts to purchase, mugs of *Glühwein* (mulled wine) and hotplates loaded with *Kartoffelpuffer* (hot potato patties) and *Maroni* (roasted chestnuts). Most close a day or two before Christmas day.

Some of the best include:

Alte AKH (Map pp258–9; j 43, 44) A favourite of students, this small market occupies a corner of the Alte AKH's largest courtyard. There are farm animals and a horse-drawn sleigh for the kids.

Freyung (Map pp254–5; b U2 Schottentor, bus 1A) Freyung's stalls devote themselves to Austrian arts and crafts, and the entire market attempts, with some success, to emit an old-worldly feel.

Heiligenkreuzerhof (Map pp254–5; b U1, U4 Schwedenplatz, Schwedenplatz trams) This often-forgotten market is arguably the most authentic and quaint of all the *Christkindlmärkte*. It's off Schonlaterngasse, hidden within a residential courtyard.

Karlsplatz (Map pp254–5; b U1, U2 U4 Karlsplatz) The Karlsplatz market mainly has stalls selling arty gifts and is situated close to the Karlskirche. People flock here to crowd around flaming metal barrels, clutching their cup of *Glühwein*.

Rathausplatz (Map pp254–5; j 1, 2) This is easily the biggest and most touristy Christmas market in Vienna, held on the square in front of the Rathaus (City Hall). Most of the Christmas gifts on sale are kitschy beyond belief, but the atmosphere is lively and the *Glühwein* just keeps on flowing.

Schönbrunn (Map pp260–1; b U4 Schönbrunn, bus 10A) Directly in front of the palace, the circle of stalls are generally quite upmarket, but there's loads of events for the kids and daily classical concerts at 6pm (more on weekends).

Spittelberg (Map pp254–5; b U2, U3 Volkstheater, tram 49, bus 48A) Occupying the charming cobblestoned streets of the Spittelberg quarter, this market is traditionally the most beloved of the Viennese. Stalls sell quality arts and crafts, but not at the cheapest prices. No matter what the temperature, you'll find people crowded around *Glühwein* stalls, especially outside Lux and Plutzerbräu.

selection, and the automatic clothes dispenser – all items in the Automat are €5 – is open for business 24 hours a day.

RAVE UP Map pp260-1 **Music**
% 596 96 50; 06, www.rave-up.at; Hofmühlgasse 1;
h 10am-6.30pm Mon-Fri, 10am-5pm Sat; b U4
Pilgramgasse, bus 13A

Friendly staff, loads of new vinyl and a massive collection makes a trip to Rave Up a real pleasure. The store specialises in indie and alternative imports from the UK and US, but you'll find plenty of electronica, hip-hop and retro tunes, and you can listen before you buy, too.

SHU! Map pp260-1 **Shoes**
% 523 14 49; 07, Neubaugasse 34;
h midday-6.30pm Tue-Fri, midday-5pm Sat;
j 49, bus 13A
Shoe fanatics flock to this store in droves, for the latest styles by Camper, Vic Matie, Gidigio and more at easy-on-the-wallet

prices. In this spot for eight years, Shu! stocks men's and women's shoes.

THALIA Map pp254-5 **Books**
% 595 45 50; www.thalia.at; 06, Mariahilfer
Strasse 99; h 9.30am-7pm Mon-Wed, 9.30am-8pm
Thu-Fri, 9.30am-6pm Sat; b U3 Zieglergasse
Vienna's biggest bookshop, spread over
four floors including a café, Thalia has an
'International Bookshop' at the back of
the ground floor with lots of bestsellers in
English and a small selection of books in
Spanish, French, Italian and Russian.

NEUBAU

MÖBEL Map pp254-5 **Furniture & Accessories**
% 524 94 97; 07, Burggasse 10; h 10-1am;
b U2, U3 Volkstheater, bus 48A
Das Möbel is more of a bar than a shop (see
p158), but it showcases some of the funk-
iest and most original furniture in Vienna.
Local artists and designers fill the place

with their latest creations, and it's all for sale. The bags hanging just inside the door, also locally designed and produced, are truly special creations.

EVA BLUT Map pp260-1 **Fashion & Accessories**
% 524 05 95; www.evablut.org; 07, Schotten-
feldgasse 41-43/28a; h by appointment only;
j 49

Eva Blut's transformable clothing is multi-skilled: a jacket might become a bag, trousers turn into overalls. The result is an edgy, asymmetrical look with a Japanese aesthetic and a very urban manifesto. You'll have to phone ahead to make an appointment.

LOLLIPOP Map pp260-1 **Confectionery**
% 526 33 38; 07, Burggasse 57; h 7.30am-8pm
Mon-Fri, 8am-8pm Sat, 10am-8pm Sun; bus 13A, 48A
An old-fashioned neighbourhood confectioners with a selection of traditional and newfangled sweets, Lollipop is sure to have something to please even the fussiest sweet-tooth.

ORATOR Map pp260-1 **Photography**
% 526 10 10-23; www.orator.at; 07, Westbahn-
strasse 23; h 9am-7pm Mon-Fri, 10am-1pm Sat;
j 5, 49

Orator is one of a handful of specialist photography shops at the western end of Westbahnstrasse. The range of digital and SLR cameras and lenses is quite impressive, and the second-hand stock is worth browsing through. A technician is available to do repairs on Tuesdays and Thursdays.

SUBSTANCE Map pp260-1 **Music**
% 523 67 57; 07, Westbahnstrasse 16; h 11am-
7.30pm Mon-Fri, 10am-6pm Sat; j 49, bus 13A
Substance stocks the weird, the wild, the wicked and the wonderful – electronica, indie rock, world music, new and second-hand LPs and a small collection of music books and cult novels, mostly in English. It's a good place to find out about upcoming gigs.

WESC Map pp260-1 **Fashion**
% 526 54 84; www.wesc.com; 07, Westbahn-
strasse 12; h 11am-6pm Mon, 11am-7pm Tue-Fri,
10am-4pm Sat; j 49, bus 13A
This concept store is the Vienna home of the über-hip Swedish streetwear label

WeAretheSuperlativeConspiracy. The company grew out of skateboard culture, and the lines of hoodies, tees, parkas and pants follow that aesthetic of simply cut, cool but durable design. Check the website for their latest collection.

JOSEFSTADT

K&K SCHMUCKHANDELS

Map pp254-5 **Jewellery**
% 408 99 53; 08, Josefstädterstrasse 5; h 10am-
6pm Mon-Fri, 10am-2pm Sat; j J, bus 13A
When you enter this shop you'll feel like you've been immersed in a giant treasure chest, with strings of semiprecious stones heaped over every surface, as well as chinoiserie, polished coral, shell and wooden beads. Bangles, bracelets, necklaces and earrings are on display, or you can get the trinket of your dreams custom-made from the gems of your choice.



Design furniture at Möbel (opposite page)

KUNSTHANDEL MARTINA MEIDERLE

Map pp254-5 **Furniture & Jewellery**
 % 405 74 10; www.meiderle.at; 08, Josefstädter-
 strasse 14; h 10am-1pm & 3-6pm Mon-Fri, 10am-
 1pm Sat; j J, bus 13A

This is the place for high-quality, highly polished furniture, ornaments, lighting and art mainly from the Art Deco and Bauhaus periods. If you simply must have that Josef Hoffman sideboard, shipping can be arranged. You'll also find some Jakob Bengal costume jewellery here.

SZAAL Map pp258-9 **Furniture**

% 406 63 30; www.szaal.at; 08, Josefstädter
 Strasse 74; h 10am-6pm Mon-Fri, 10am-noon Sat;
 b U6 Josefstädter Strasse, j J, 33

Szaal is a specialist in Biedermeier and baroque furniture, dating from around 1700 to 1840. You'll also find a few pieces from the late-19th and 20th centuries. Shipping can be arranged.

TEUCHTLER Map pp254-5 **Music**

% 586 21 33; 08, Windmühlgasse 10; h 1-6pm
 Mon-Fri, 10am-1pm Sat; bus 57A

This is where you might just find that LP you've been searching the world for. Founded in 1948 and now run by the third generation of the family, this truly amazing record shop is a Vienna institution. The walls are lined with shelves of tightly-packed vinyl – around 500,000 according

to the owners' best guess. They buy and exchange records and CDs, including rare and deleted titles.

LEOPOLDSTADT**NAGY STRICKDESIGN** Map pp258-9 **Fashion**

% 925 13 74; www.nagy-strickdesign.at; 02, Krum-
 mbaumgasse 2-4; h 11am-1pm & 2-6pm Tue-Fri,
 11am-1pm Sat; bus 5A

The stripy cotton and viscose knitwear here is both classic and up-to-the-minute, with flattering shapes and vivid colours, and designs for hot and cold weather. There are also linen pants and skirts in a refreshing range of bright colours and casual styles.

OUTSIDE THE GÜRTEL**OTTAKRING****STAUD** Map pp258-9 **Food**

% 406 88 05-21; 16, Yppenplatz; h 8am-12.30pm
 Tue-Thu, 3.30-6pm Fri, 8am-12.30pm Sat; b U6
 Josefstädter Strasse, j J, 44

The family business Staud has been making jams and pickled vegetables and fruit for more than 30 years. Prices are more than you'd pay in supermarkets for other brands, but the quality is by far the best in Vienna. Saturday morning is a great time to visit, when the nearby Brunnenmarkt (see p185) is in full swing.

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