



SHOPPING IN...

THE HISTORIC CENTRE

The abundance of shops is one of the main attractions of the most beautiful, emblematic and traditional area of the city. Its central square, the Plaza Mayor, is the hub of the oldest shops in Madrid: from rope shops, fabric warehouses, pottery shops and establishments selling religious articles, to shops selling top quality hats and footwear. There are also shops devoted to flamenco or authentically Spanish musical instruments. Just a few minutes' walk away, every Sunday and public holiday, you can find the *Rastro*, Madrid's large open-air market, which has been running for 400 years. Antiques, collectors' items, curios and other treasures are sold here.



During the rest of the week, the most popular shopping area for visitors extends from *Puerta del Sol* and includes the *Preciados*, *Carmen* and *Gran Vía* streets, with their well-known department stores, fashion boutiques and the avant-garde WOW Concept megastore. The icing on the cake is *Galería Canalejas*, a group of historic buildings that is now home to leading international luxury brands and a gourmet gastronomic venue under an imposing art deco glass window.

CHUECA, MALASAÑA & SALESAS

Between the *Bulevares* and the *Gran Vía* and between *Recoletos* and *Calle Princesa*, there are three neighbourhoods that bring together the vibrancy of the avant-garde and the charm of the traditional. *Salesas* is one of the most elegant areas in the city, with exquisite boutiques and attentive staff, art galleries and signature cocktail bars.



Further east, in *Malasaña*, hipsters coexist with young designers, who have created *Triball*, a commercial triangle bounded by *Gran Vía*, *Fuencarral* and *Corredera de San Pablo*, an area so picturesque and charming that it could be mistaken for a film set. And right between these two areas lies *Chueca*, Madrid's well-known LGBTI+ neighbourhood, whose legendary streets are dominated by alternative fashion shops and lively and diverse entertainment venues.

BARRIO DE LAS LETRAS

The streets where the illustrious writers Cervantes, Quevedo, Lope de Vega and Góngora lived and walked during the Spanish Golden Age are still characterised today by their bohemian spirit. Here you can still find craft workshops and traditional trades, such as leather goods, tailoring and ceramics, which stand alongside other places with a vintage air, including antique shops, bookshops, silversmiths, luthiers, grocery stores and decoration shops, creating a unique atmosphere.

SALAMANCA & RETIRO

Glamour and luxury are the characteristic features of the Salamanca district, where the shopping outlets of the best brands and designers are located. The Golden Mile, recognised by the *Serrano* and *José Ortega y Gasset* streets, resembles an exclusive catwalk that showcases the classic and contemporary trends of the international fashion world. Sophistication is the essence of this neighbourhood, the most spectacular place to visit being Distrito 41: Madrid's most select shopping and entertainment area. Here you will find all the leading fashion brands, including those of Spanish origin, as well as designer shops and luxury boutiques. Distrito 41 also offers an extensive range of dining options, from gourmet restaurants to cosy tapas bars and cafés; an ideal place to experience Madrid's nightlife, with its wide variety of bars and nightclubs. In addition to all this, it is also close to the *Retiro*, Madrid's great historic park and one of its main green areas.

ARGÜELLES

The beauty of this neighbourhood lies in the contrast between the pleasant views and woodland of the *Parque del Oeste* and the bustling activity of *Calle Princesa*, with its cinemas and shops, and the constant stream of students on their way to and from the nearby *Ciudad Universitaria*. In this area you can find literally everything, whether in the traditional markets and shops or in the modern fashion boutiques and department stores located at the intersection with *Calle Alberto Aguilera*.

AZCA

Also known as the superblock, this area is Madrid's financial district and is home to the largest and most modern versions of the leading national and international chain stores. The department stores complement the commercial options, meeting the need for any type of shopping, and are interspersed with restaurants and night-time entertainment facilities that turn the area into a sort of micro-city, increasingly pedestrianised and dynamic.

On the opposite side of Plaza Castilla is the Cuatro Torres Business Area, whose iconic skyline is visible from all over the city. New high-end shopping and dining areas have sprung up here.

7 SHOPPING ROUTES, 7 STARS

1 SPANISH FASHION

Spanish talent is internationally recognised in disciplines such as cooking, sport, music and the film industry, and Spain's rich culture, shaped by its history and art, has inspired designers from around the world to create garments that reflect the country's beauty and creativity. Spain, fashion and prestige are therefore three interlinked concepts: from catwalk designs to large chain stores, as well as local brands that work with local materials, the Spanish fashion industry is a unique cultural manifestation.



2 INTERNATIONAL BRANDS

The city of Madrid offers one of the most appealing, luxurious and, at the same time, convenient shopping experiences. All the major international brands have boutiques with multilingual staff in the city centre and many of them are in close proximity to each other; strolling from one to another around *Calle José Ortega y Gasset* is a real treat. Another advantage is that prices are more competitive here than in most world capitals, which in addition to the particularly good tax-free conditions results in a surprisingly low cost.



3 ACCESSORIES AND JEWELLERY

The industry's good reputation is well-deserved: Spain is one of the best places to buy natural leather shoes and accessories, thanks to a long tradition of craftsmanship, outstanding leather quality and attractive prices. Anyone looking for new footwear will find both comfortable, timeless designs and more modern styles in any of the many specialised shoe shops dotted around the capital.



In addition to leather, silk is another key component of Spanish accessories, and a printed scarf is always a hit, being equally suitable for summer and winter. In the field of jewellery, any art lover who has visited the Prado Museum or any other of Madrid's historic galleries will appreciate that Spain's jewellery tradition dates back to the Middle Ages. Contemporary jewellery design preserves the traditional craftsmanship of bygone centuries by adapting it to modern creations that in themselves achieve the status of works of art.

4 BEAUTY

For lovers of beauty and personal care, Madrid can be a true paradise; every perfumery and cosmetics shop in the city is a small piece of Heaven. Olive oil is used as the basis for many natural products for face and body care due to its extraordinary quality: this Mediterranean product holds the secret to beauty and youthfulness. Moreover, the range of perfumes and cosmetics extends from traditional brands with aromas that evoke childhood to all the innovative recipes of international brands. Many of these shops also offer highly therapeutic beauty or anti-fatigue treatments to complement a hairdressing session in one of the city's renowned beauty salons.

5 MARKETS AND DELICATESSEN

There is nothing more contemporary and, at the same time, authentically traditional than Madrid's markets. They are like time capsules in constant use that allow you to rediscover a sustainable and humane shopping experience, with fresh, well-priced, local produce. Moreover, in recent years the markets have undergone a profound transformation that has turned them into the ultimate meeting point for locals of all ages and neighbourhoods. Now, alongside the stalls focused on everyday shopping, there are also numerous stalls selling delicatessen products, as well as a large number of bars and restaurants that use the ingredients purchased at the market itself.

GASTRONOMIC MARKETS

San Miguel Market	Barceló Market
San Antón Market	Chamartín Market
Vallehermoso Market	San Fernando Market
Antón Martín Market	La Cebada Market
La Paz Market	Tirso de Molina Market
Ventas Market	Prosperidad Market
Chamberí Market	Maravillas Market
Los Mostenses Market	Ibiza Market



6 HUNDRED-YEAR-OLD SHOPS

A stroll through Madrid, admiring its architecture and urban layout, allows you to imagine what life in the city was like a hundred years ago. However, what really takes you back to the past is when you enter the hundred-year-old shops that are still active, defying the passage of time and changing lifestyles. Apart from the experience, which is fascinating in itself, the products that can be bought in these establishments stand out for their aesthetics, high quality and durability: gifts, household linen, espadrilles, fashion and decoration, as well as pharmacies, ironmongers, luthiers and grocery stores, are some of the specialities of these shops, so popular among the people of Madrid.

The complete route can be seen here:

madrid-shops.com/en/rutas/1/6/comercios-centenarios

7 GIFTS, VINTAGE AND ART

Finding the perfect souvenir for a loved one in Madrid is a sheer delight: from sweets and nougats for those with a sweet tooth, to fans and mantillas for lovers of folklore, or ceramics and textiles for those who like to create unique ambiances.



If, in addition to genuine designs, you are looking for vintage items, you can find what you want in the second-hand shops in *Malasaña*, especially when it comes to clothes, and in *Lavapiés* and *La Latina*, when it comes to furniture and objets d'art. As far as art is concerned, Madrid is well known for modern and contemporary creation; more and more art galleries are opening their doors, always free of charge, mainly in the *Salamanca*, *Salesas*, *Las Letras* and *Lavapiés* neighbourhoods.

DINING

MICHELIN STAR RESTAURANTS

The Michelin Guide uses five criteria to award its stars to the world's best restaurants: the quality of the ingredients, the harmony of the flavours, the mastery of technique, the creativity of the chef and the consistency of the dishes over time.

Madrid is a top gastronomic destination, with a wide range of Michelin Star restaurants. The city's chefs devote themselves daily to safeguarding their awards, providing diners with an unparalleled gastronomic experience.



MICHELIN STAR RESTAURANTS

Gaytán Madrid	Saddle
DiverXO	El Invernadero
La Tasquería	Clos
Ugo Chan	Lúa
A'Barra	Deessa
Zuara Sushi	DSTAGE
Ramón Freixa	Yugo
Ricardo Sanz Wellington	Gofio
Smoked Room	Paco Roncero
RavioXO	Corral de la Morería Gastronómico
Coque	Chirón
Quimbaya	Montia

HUNDRED-YEAR-OLD RESTAURANTS

A good old-fashioned atmosphere and the best of Castilian cuisine are served every day in Madrid's hundred-year-old restaurants. The flavour of the food and the knowledge that stews, roasts, tripe and omelettes have been enjoyed around these tables for countless generations make for a thrilling experience. Good traditions, just like good food washed down with good wine, take root and prevail over time. Madrid's classic establishments even include the world's oldest restaurant, the *Posada de la Villa*, which has been running since 1642.



HUNDRED-YEAR-OLD RESTAURANTS

Botín Restaurant	La Bodega de la Ardosa
Café Gijón	La Casa del Abuelo
Casa Alberto	Los Galayos
Casa Ciriaco	Lhardy
Casa Labra	Malacatin
Casa Pedro	Posada de La Villa
La Bola	Taberna Antonio Sánchez

THE FLAVOUR OF MADRID

GASTRONOMIC MARKETS

Culinary delight is also experienced in Madrid on a day-to-day basis, from the bustling gastronomic markets, in which to shop for foodstuffs and wines, to the deep-rooted tradition of tapas.



TAPAS

Madrid is rightfully renowned for its tapas culture. Accompanying drinks with small (and not so small) portions of food at any time of day is a long-standing custom in the city. There is no neighbourhood in the city without a tavern, market, bistro or gastrobar in which to enjoy tapas. When this tradition is practised in the afternoon, it is known as *tardeo* and can turn into a lively after-lunch conversation or a delicious prelude to dinner.



PANTRY OF FLAVOURS

Madrid offers a wide range of quality dishes and products for lovers of good food. When in season, asparagus and strawberries from Aranjuez are worth a try. During the rest of the year, the wines with D.O. Vinos de Madrid, cheeses and craft beers; traditional mountain cuisine, with meats with protected geographical indication from the Sierra de Guadarrama; and traditional confectionery, that perfumes the streets with its sweet aromas, are just some of the many options that make up the rich culinary palette of the city.

HOTELS

Just as important as the thrilling experiences offered by the cosmopolitan city are its places of rest and relaxation. Madrid has hotels to suit all tastes to ensure an unforgettable stay; there are the most exclusive establishments, generally located in the historic centre, the *Gran Vía* or the *Salamanca* neighbourhood, and more quaint and cosy boutique hotels in buildings with character.

In the region of Madrid, in the UNESCO World Heritage Sites, refined rural accommodation with the utmost attention to detail is complemented by charming hotels such as the *Paradors of Alcalá de Henares* and *Chinchón*.

The complete list of hotels can be seen here:

madrid-shops.com/en/comercios/1/7/Hotels

USEFUL TIPS

- SHOPPING HOURS**
Most shops are open from 10:00 am to 9:00 pm. However, if required, it is easy to find supermarkets that are open until midnight or even 24 hours a day.
- SHOPPING DELIVERY**
Many shops offer a convenient and practical delivery service, both within Spain and abroad.

- TAX FREE**
TAXES AND DUTIES
In Spain, non-EU travellers can apply for a VAT refund on their purchases, with an average discount of 16%. The refund system is quick and simple, and there is no minimum amount. Validation is carried out digitally through the DIVA System. For further information: madrid-shops.com/en/taxfree
- TIPPING**
Tipping is a common practice in certain services, such as hotels, taxis and accommodation. It is not compulsory, but it signifies an extra for employees and is considered an acknowledgement of good service. Under no circumstances can tips be demanded.

- HAGGLING**
In shops, the price is fixed and usually non-negotiable. However, in street markets and flea markets, haggling is a common practice, as sellers are willing to negotiate the price in order to make a sale.
- CURRENCY EXCHANGE**
Finding a currency exchange office in Madrid is not difficult. There are plenty of them all over the city, especially in the centre.

- CREDIT CARDS**
All major credit cards such as Visa, MasterCard, American Express, Diners Club and China Union Pay are accepted in most Spanish shops.
- SHOPPING BY METRO**
Metro de Madrid is one of the most comfortable and efficient ways of getting around the city when shopping. To travel by Metro, you need a Public Transport Card (Tarjeta de Transporte Público, TTP), which can be purchased and recharged at any station in the Metro network. For further information: metromadrid.es/en

- SALES**
Although special offers can be found throughout the year, sales are a good opportunity to make savings or pick up bargains. In Spain, there are traditionally two sales seasons: winter (1 January to 28 February) and summer (21 June to 31 August).
- TOURIST OFFICES**
For further information on shopping in Madrid, visit our tourist offices at the city's emblematic sites. All the information can be found on the website: turismomadrid.es/en

MADRID 7 STAR DESTINATION SHOPPING MAP



MADRID SHOPPING EXPERIENCE & TAX FREE



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ANDROID APP ON Google play



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Or visit our website: madrid-shops.com



ARANJUEZ

45 km from the capital lies Aranjuez, a city bathed by the waters of the River Tajo, whose rich history dates back to Roman times. If you stroll through the gardens of *El Príncipe*, *La Isla* or *El Parterre*, now a UNESCO World Heritage Site, you will understand why the Bourbons chose this location for their spring residence. Its imposing Royal Palace, one of the largest in Spain, is surrounded by stunning French and English-style gardens. Other highlights include the *Casa del Labrador* and the Bullring.

In addition to the fresh garden produce available at the *Mercado de Abastos* in Aranjuez, the region is home to elegant boutiques specialising in parties and events, jewellery, textiles, footwear and gourmet products, found in areas such as *Zona Centro*, *Foso-Moreras* and the *El Dileite* Shopping Centre, as well as the street market on Saturdays.

HOW TO GET THERE | Train - Cercanías. Line C-3.
Bus - From Estación Sur in Madrid.



ALCALÁ DE HENARES

The so-called "cradle of modern Spanish" is known worldwide for being the birthplace of Miguel de Cervantes, the place where he studied and wrote his first novel "The Ingenious Gentleman Don Quixote of La Mancha". It also owes its appellation to its university, one of the oldest in Spain, founded in 1499, and to the illustrious figures who studied there, such as Antonio de Nebrija, Cardinal Cisneros and Manuel Azaña.

If you stroll through the old quarter of Alcalá de Henares, you will discover its 12th-century Gothic cathedral, the Renaissance cloister and the chapel of San Ildefonso, as well as the Archbishop's Palace. It was declared a World Heritage Site in 1998 and offers its visitors marvellous souvenirs in the form of typical products, such as sugared almonds, doughnuts, gourmet items, textiles and handicrafts. The main shopping areas include *Zona Centro*, the *Calle Mayor* and surrounding areas, the avenues of *Reyes Católicos* and *Juan de Austria*, and the shopping centres *Alcalá Magna*, *La Dehesa*, *El Val* and *Garena Plaza*.

HOW TO GET THERE | Train - Cercanías. Line C-7 & C-2.
Bus - From Av. de América Interchange

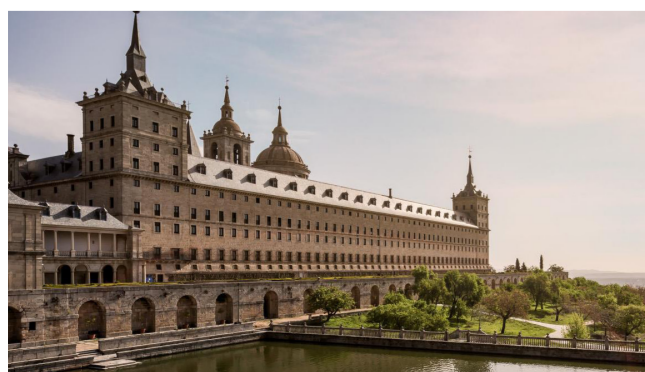


SAN LORENZO DEL ESCORIAL

In 1562, King Felipe II moved the capital of Spain from Toledo to Madrid and ordered the construction of the Monastery and Royal Site of *El Escorial* in the *Sierra de Guadarrama*. The town stands out for its extraordinary artistic heritage, set in a landscape of outstanding natural beauty. The Monastery of *El Escorial*, one of the most important Spanish Renaissance monuments, was built in the Hiererian style and houses a major art collection in its museum, with works by Bosch, El Greco and Velázquez, among others. The complex is made up of a basilica, a pantheon, the *Patio de los Reyes*, palaces, the Royal Library, chapter houses and gardens.

The town is imbued by fresh mountain air and the courtly atmosphere created by the royal mandate of Felipe II five centuries ago. Typical products include meat from the *Sierra de Guadarrama*, sausages, pastries and antiques. The main shopping areas include the streets of *Juan de Leyva*, *Reina Victoria*, *Florida Blanca* and *Del Rey*, the municipal public market and the *El Zaburdón* shopping centre.

HOW TO GET THERE | Train - Cercanías. Line C-3.
Bus - From Moncloa Interchange.



RED DE METRO Y METRO LIGERO Metro and Light Rail Network

