## → The best areas

Numerous streets in the city centre owe their names to the medieval traders who set up shop close to the gates that once gave access to the city, including Bordadores (embroiderers), Curtidores (tanners) and Botoneras (seamstresses). Many years have passed since, but even now, with the 21st century well under way, numerous artisans are still keeping the old traditions alive, ensuring those venerable trades survive down through the ages. These are the people that give character to a city that has now become one of Europe's most popular shopping destinations. Regardless of the neighbourhood or area you find yourself in, you'll be spoilt for choice as Madrid is home to myriad Spanish and international fashion stores, alternative markets, department stores

→ Embajadores-Rastro-Lavapiés

and shopping centres.

METRO: Embajadores, Tirso de Molina, La Latina, Puerta de Toledo, Lavapiés

El Rastro is Madrid's most famous open-air flea market. Every Sunday morning and on public holidays, also in the morning, the La Latina and the Lavapiés neighbourhoods are taken over by stalls. They are set up around Plaza de Cascorro, with its statue to Eloy Gonzalo, and Calle Ribera de Curtidores, whose name harks back to the tanneries workshops where people would earn a living and tan skins—that proliferated there due to the proximity of the myriad slaughterhouses that opened up in the area from the 15th century on. The permanent shops in the Rastro area are open every day, you'll find auction houses and antique shops with genuine hidden treasures (watches, objets d'art, and jewellery pieces...). What's more, on the first Saturday of every month, the area hosts Saturdays at El Rastro, a can't-miss event for collectors and fans of all things vintage, which also features leisure and food offerings. Lavapiés is Madrid's multicultural neighbourhood par excellence. Be sure to check out all its flavours and aromas!



→ Sol-Preciados-Carmen

METRO: Sol, Callao, Gran Vía

In this lively area you'll find high-street staples and department stores. Right in the heart of Madrid, just beside Gran Vía avenue and Plaza del Callao, Calle Preciados and Calle del Carmen—both now pedestrian streets—are full of stores selling the latest fashion, shoes, accessories, and even a legendary lottery outlet. Puerta de Sol is not only home to shops that have been open for centuries, in which you can buy a unique souvenir such as a fan or an umbrella, but also to new spaces dedicated exclusively to the latest technologies.



→ Bravo Murillo

METRO: Quevedo, Iglesia, Canal, Ríos Rosas, Cuatro Caminos, Alvarado, Estrecho

The third longest street in Madrid, after Calle de Alcalá and Paseo de la Castellana, Calle de Bravo Murillo begins at Glorieta de Quevedo and ends at Plaza de Castilla. It is also one of the busiest streets in Spain, mainly because of the frenetic commercial activity that goes on here every day, particularly in the district of Tetuán where you'll find a wealth of small shops and markets such as the Rationalist—style Maravillas Market.

## CENTURIES-OLD SHOPS

Just as if they were time machines, some shops in Madrid can transport us back to another era. There are catering businesses, chemists and bookshops that are part and parcel of the city's most intimate history. Stores, with counters made of noble wood and marble, that have borne witness to all kinds of events, both within their four walls and outside on the streets they stand on. Some are featured in the novels of Pío Baroja and Pérez Galdós, others seem to have been there forever. They have been run by more than one generation of professional and dedicated families and employees, and, although they were never meant to be eternal, nor were they designed to remind us of great deeds or to embellish the streets, they have nevertheless become part of the living history of the city. When you stroll around Madrid, you will easily be able to recognise them thanks to the commemorative plaque designed by artist Antonio Mingote that lies on the pavement in front of each store. You can find a list of these shops here: www.comercioscentenariosdemadrid.es



→ Princesa-Argüelles

METRO: Moncloa, Argüelles, San Bernardo, Ventura Rodríguez, Plaza de España

This is a major shopping area. On Calle de la Princesa and Calle de Alberto Aguilera, as well as on the

smaller surrounding streets, you'll find a wealth of shops, including leading fashion brands, shoe stores, jewellers, and department stores. The usual hustle and bustle of these thoroughfares contrasts with the tranquillity and the rather more leisurely pace of other streets in the neighbourhood such as Paseo del Pintor Rosales or Calle de Ferraz, where little shops that have been there forever rub shoulders with other more modern and sophisticated outlets.

## SHOPPING OUTLETS



eral large outlets just outside the city, like Sambil in Leganés and those located in Getafe and San Sebastián de los Reyes (The Style Outlets). The best–known one is Las Rozas Village, some 20km from Madrid, with more than 100 luxury boutiques that offer quality products (fashion, shoes, accessories...) with discounts of up to 60% off the recommended selling price. From the Moncloa interchange there are buses (625, 628 and 629) that will drop you off right in front of this large outdoor shopping complex.

→ Gran Vía

METRO: Banco de España, Gran Vía, Callao, Plaza de España



It's one of Madrid's main shopping thoroughfares where major fashion chains alternate with jewellers, shoe stores and bookshops. It was here, at number 32, where Spain's first department store, Madrid-París, was built in the early 20th century. Today, the building houses a well-known international brand. The new era of shopping has also arrived on Gran Vía, with stores like WOW Concept, an utterly original universe that connects brands with creators (of fashion, decor, lifestyle products, etc.) in a space that straddles the line between the physical and the virtual. Along the avenue, global brands popular with young people operate alongside historic shops which are essential to understanding the city's history. And if you're looking for the perfect place to make a stop, you'll find an array of restaurants, one after another, before the street turns into Madrid's answer to Broadway on the way down to Plaza de España, where the world's biggest Zara is located.

→ Goya–Alcalá–Felipe II

METRO: Goya, Príncipe de Vergara

Before you reach the Barrio de Salamanca neighbourhood, Calle de Alcalá and Calle de Goya will demand your attention with all manner of shops offering something for everyone. This is a relaxing area in which to go shopping. You'll find a good selection of fashion brands not to mention shopping centres and department stores. It's a delight just to

stroll through the streets that lead off from either of these two main arteries: pastry shops, shoe stores and accessory shops await! If you visit Plaza de Felipe II then you just have to take a stroll through the stalls of the rather curious permanent market known as Los Hippies de Goya (clothing, leather goods, bags...).

→ Barrio de Salamanca

METRO: Serrano, Colón, Velázquez, Retiro

Leading Spanish and international fashion firms and cutting-edge designers showcase their creations in this neighbourhood. Known as Madrid's Golden Mile, top-class restaurants, luxury shoe brands and the finest jewellers line streets such as Claudio Coello, José Ortega y Gasset, Jorge Juan and Serrano, where you'll also find El Corte Inglés.



→ Barrio de las Letras (Literary Quarter)

METRO: Antón Martín, Sevilla, Sol

After visiting the museums along Paseo del Arte (Art Walk), you may well prefer to wander through the streets of the Literary Quarter in search of one of those old books that are so hard to come by. Once the residence of the great authors of the Spanish Golden Age, this entire and mostly pedestrian area is now living a new heyday. It's complete with shops of yesteryear and of today, ranging from old-style bookshops and stores in which you'll find vintage furniture and other pieces to craft workshops where they are bringing classic trades bang up to date. On the morning of the first and third Saturday of each month, local merchants offer their wares for sale on stalls set up in the open air, at the Mercado de las Ranas (Frog Market).



→ Mayor–Arenal

METRO: Sol, Ópera

The area around Plaza Mayor and the Royal Palace is a veritable maze of picturesque streets. This is where you'll find a good number of the most authentic shops the city has to offer, where you can spot everything from a hat to the type of cape that Picasso once wore. The old crafts still survive in artisan workshops in which time seems to stand still. If you walk along Calle del Arenal (which is now a pedestrian street), you'll find a succession of shops selling the latest styles and accessories. In the area, you'll also find lots of bakeries selling typical pastries. Coin and stamp collectors rendezvous every Sunday morning from 9am to 2:30pm at the traditional Coins and Stamps Market in Plaza Mayor. The square casts off its usual appearance in December when the traditional Christmas Market comes to town.

UNIQUE SPACES

LUXURY: → Galería Canalejas

→ Galeria Canalejas

Plaza de Canalejas, 1 METRO: Sol, Sevilla INFO: Monday-Saturday 10.30am-8.30pm Sunday 12 noon-8pm

Galería Canalejas, which is part of the spectacular Centro Canalejas Madrid. This complex stems from the transformation of several historic buildings including the former headquarters of Banco Hispano Americano (1902)—you can still see some of its original architectural features and safes—and Banco Zaragozano (1940), which is where the Art Deco stained-glass window on the ceiling came from. Dior, Hermès, Cartier, Zegna, Aquazzura, Jimmy Choo, Louis Vuitton, Saint Laurent, Giorgio Armani, Valentino, Omega, Rolex, Jil Sander, Marc Cain, Stefano Ricci, Tom Ford and Tumi are the exclusive brands you'll find here.

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→ Cuesta de Moyano

Claudio Moyano, s/n METRO: Estación del Arte, Atocha INFO: Wednesday-Sunday 10.30am-2pm & 4.30-7pm

Beside the Royal Botanical Gardens and El Retiro Park, this pedestrian street is lined with booths selling bargain and second hand books. This tradition goes all the way back to 1925.



FUN: → Mercado de Motores

Railway Museum Paseo de las Delicias, 61 METRO: Delicias INFO: Second weekend of the month Saturday 11am-10pm, Sunday 11am-9pm

The stalls at this popular market are run by both professional and individual sellers. The former are only allowed to offer goods, such as clothing, jewellery and objets d'art, that have not been mass produced, whereas the latter can only sell second-hand item like vintage bicycles, paintings and furniture. As you peruse the stalls you can also enjoy a snack and listen to live music.



→ Conde Duque

METRO: San Bernardo, Ventura Rodríguez, Plaza de España, Noviciado

Just beside Malasaña, spreading out from the cultural centre that gives it its name, this is one of the neighbourhoods with the most character in Madrid, a hard-earned success story of recent years. Many artists have chosen this area to open workshops and small stores filled with everything from fashion and accessories to books, vinyl records and specialist bicycle stores.

→ Chamberí

MMETRO:Río Rosas, Canal, Alonso Cano, Gregorio Marañón, Iglesia, Quevedo, Islas Filipinas

Although Calle de Ponzano has become a major gastronomic boulevard with increasingly fashionable restaurants, the truth is that this typically Madrid neighbourhood has always been known for its commercial activity. Stores that have been here for generations blend with other modern shops oozing with charm: you'll come across shoe stores, delightful florists, art galleries... Calle de Zurbano, with its Belle Époque mansions, is one of the most beautiful streets in Europe.

→ Azca–Castellana

METRO: Nuevos Ministerios, Santiago Bernabéu

Considered the financial hub of the city, the AZCA business complex is home to some of Madrid's most important buildings and skyscrapers and a hectic professional and commercial activity. Calle de Orense and its vicinity are filled with high-street shops and department stores like El Corte Inglés on Paseo de la Castellana. One of the chain's largest stores, it offers fashion addicts every covetable luxury label, both Spanish and international. They also provide exclusive services such as personal shoppers, their own Shopping Card and an in-house department that handles VAT refunds.

→ Bernabéu

METRO: Cuzco, Santiago Bernabéu, Nuevos Ministerios, Colombia

The Santiago Bernabéu Stadium, the stage for Real Madrid's football matches, is one of the city's most important tourist attractions and for many, an unmissable stop. After you've bought the team's official gear, you'll find this is a perfect area for a relaxing day of shopping. The upper part of Paseo de la Castellana and the surrounding neighbourhood are packed with most of today's high-street retailers.

→ Las Salesas

METRO: Alonso Martínez, Colón, Chueca

A trendy place for people who love fashion. That's how we might define this increasingly happening area, full of charming little stores and multi-brand shops on streets that you'll love strolling through: Bárbara de Braganza, Piamonte, Conde de Xiquena... The bohemian alternative to Barrio de Salamanca, it boasts an array of spaces dedicated to beauty, fashion, decoration and art. On the first Saturday of each month it hosts The Festival street market (11am-8pm).



SHOPPING CENTRES

cellence. The chain has stores dotted across the city (you'll find them on main thoroughfares like Goya, Serrano, Orense and Preciados), selling everything from clothing and books to furniture, decorative accessories and state-of-the-art technology. They open every day of the week and all boast restaurants or top-notch food courts. Madrid is also home to a good number of shopping centres filled with stores, cinemas, eateries and attractions. Particularly popular are: La Vaguada, located in the El Pilar neighbourhood and the first shopping centre to open in Spain, Plaza Río 2, the latest arrival, and Centro Comercial Príncipe Pío, situated right beside the old train station of the same name. The latter two can both be found in the Madrid Río area. Centro Comercial Arturo Soria Plaza, La Gavia and ABC Serrano, situated in a beautiful Neo-Mudéjar building, are some of the other best known malls. Next to Torre Caleido on Paseo de la Castellana, within the Cuatro Torres Business Area, a new shopping centre has opened, combining fashion brands, restaurants, leisure and art attractions, along with a sprawling 33,000 m<sup>2</sup> green space.

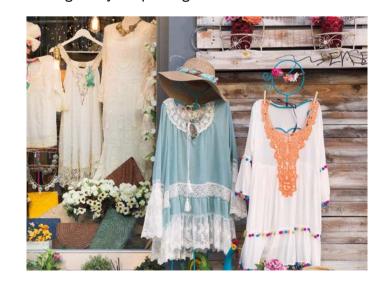
El Corte Inglés is Madrid's department store par ex-



→ Chueca-Malasaña-Fuencarral

METRO: Chueca, Tribunal, Bilbao, Gran Vía

If you're looking for the latest trends, then Calle de Fuencarral is the place for you. Really up-to-theminute clothes and accessories preside over the shop windows that lead all the way to the heart of Chueca, a cosmopolitan and highly diverse neighbourhood full of little designer stores. It's not just fashion that you'll find here, look out for the decor shops and the specialised bookstores. It's no easy matter to say where the neighbourhood begins and where it ends given its proximity to Malasaña, the cultural epicentre of Madrid's legendary 1980s La Movida movement. The area is now a firm favourite among today's top designers and artisans.



**OPENING HOURS** 

Stores are free to open when they like in Madrid. This means that shops and department stores can open all year round, including Sundays and most public holidays. Shops normally open at 10am and close at 8:30pm (smaller shops) or 10pm (shopping centres).



→The best areas Shopping in Madrid **MADRID** 

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01 [D8]. Embajadores-Rastro-Lavapiés

02 [D6]. Sol-Preciados-Carmen

04 [B2]. Princesa–Argüelles

05 [C5]. Gran Vía

06 [I4]. Goya–Alcalá–Felipe II

07 [G4]. Barrio de Salamanca

08 [F6]. Barrio de las Letras (Literary Quarter)

09 [D6]. Mayor-Arenal

10. Galería Canalejas

15. Azca–Castellana

17 [F4]. Las Salesas

18 [D4]. Chueca-Malasaña-Fuencarral

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