



## PREMIUM ROUTES

Spanish Fashion in Serrano  
Gourmet Experience in San Anton's Market





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# Madrid

A 7 STAR DESTINATION  
THE BEST SHOP IN THE WORLD

## GENERAL TOURIST INFORMATION



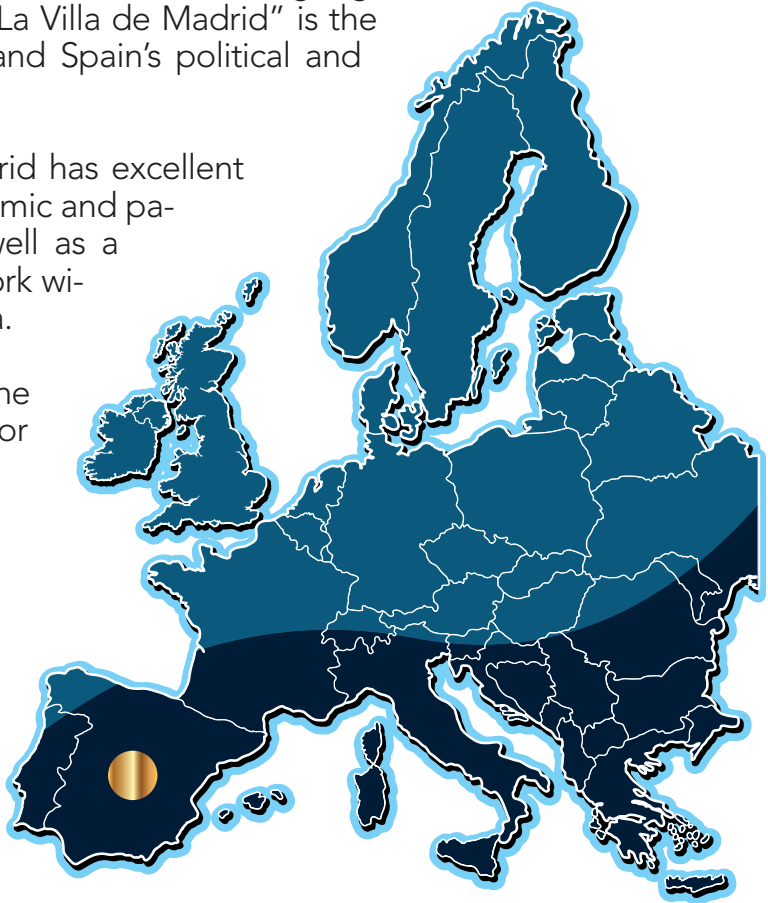
## Madrid's Location

The Kingdom of Spain –member country of the European Union– is located in the Iberian Peninsula and is divided in 17 Autonomous Communities.

The Community of Madrid is located in the geographical center of Spain. "La Villa de Madrid" is the Community's main city and Spain's political and economic capital.

The Community of Madrid has excellent tourist, cultural, gastronomic and patrimonial resources as well as a strategic transport network within the Iberian Peninsula.

Shopping has become one of the main attractions for Asian tourists.



## How to get to Madrid?

### Flight connections with China:

The Community of Madrid is a region that is excellently communicated with Spain and Europe. There are two direct flights to Madrid from China with the following Airlines:

#### Air China

<http://www.airchina.com/>

#### China Eastern

[www.flychinaeastern.com/](http://www.flychinaeastern.com/)

#### Iberia

<http://www.iberia.es>

### Transport links with Europe

**Flight connections:** The Adolfo Suarez Madrid-Barajas Airport has excellent connections to all European airports and the main international airlines operate there. It also offers special services for private flights.

**Train connections:** Renfe and Euro-rail connections allow for travel by train to and from all main European cities. Madrid is a "must-see" in any of its tours throughout Europe.





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## SHOPPING IN MADRID



## What do you need to know in order to go shopping in Madrid?

Spain has very competitive prices compared to other European capital cities. The VAT reimbursement is also above other destinations so the final price is much more attractive than in France, Italy or Germany.

### **Opening hours:**

Madrid is open to shopping and the full liberalization of the trading hours makes Madrid available for shopping every day of the week, including Sundays and public holidays.

Users will be able to enjoy shopping with ample business hours in the best shops in Madrid any day of the year.

### **Sales:**

Traditionally, the sales seasons in Madrid have been: for winter sales, from January, the 1st to February, the 28th, both inclusive. For summer sales, from June, the 21st until August, the 31st, both inclusive. However, the sales seasons are also liberalized in the Community of Madrid. Although the major department stores, shopping centers and fashion chains continue to preserve these dates as a reference for sales, the user will be able to discover great opportunities at any time.

### **Currency:**

In Europe the legal currency the Euro and its symbol is: "€".



### **Payment methods:**

Credit cards are accepted and in many shops the user can pay with most bank cards as well.

### **Tax-free:**

The tax-free check can be requested for purchases over 90 Euros. The customer will be able to claim back the VAT amount only by sealing the tax-free check in customs when leaving the European Union and sending it to the company that manages the customer's tax-free.

### **Sizes:**

European sizes are different from those used in Asia, the USA and UK. You can check the size conversion tables below.

### **Customs:**

It is not usual in Spain to negotiate the price or ask for a discount on purchases except in street or flea markets.

### **Tourist services in shops:**

There are special services for tourists that the customer can request such as home delivery in order to avoid taking excessive baggage. These kind of services are usually not included in the price but worth considering.







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## SIZE EQUIVALENTS



## Footwear approximate equivalents

FOOT LENGTH IN CM.	22	-	22.5	23	23.5	24	24.5	25	25.5	26	-	26.5	27	27.5	28	28.5	29	29.5	-	30	30.5	31	31.5
USA SIZE NO.	3	3.5	4	4.5	5	5.5	6	6.5	7	7.5	8	8.5	9	9.5	10	10.5	11	11.5	12	12.5	13	13.5	14
UK SIZE NO.	-	-	3	3.5	4	4.5	5	5.5	6	6.5	7	7.5	8	8.5	9	9.5	10	10.5	11	11.5	12	12.5	13
UE SIZE NO.	-	35	-	36	37	-	38	-	39	40	-	41	42	-	43	44	-	45	46	-	47	-	-

## Shirts/jackets approximate equivalents

COLLAR CM.	28	30	32	34	36	38	40	42	44	46	48	50
SPANISH SIZE	28	30	32	34	36	38	40	42	44	46	48	50
CHILDREN SPANISH SIZE	6	8	10	-	12	14	16	-	-	-	-	-
USA MEN SIZE	-	XXXS	XXS	XS	S	M	L	XL	XXL	XXXL	-	-
WOMEN SIZES	6 XXS/32	8 XS/34	10 S/36	-	12 M/38	-	14 L/40	16 XL/42	18 XXL/44	20 XXXL/46	-	-

## Trousers approximate equivalents

WAISTLINE IN CM.	60	64	68	72	76	80	84	88	92	96	100
SPANISH SIZE	30	32	34	36	38	40	42	44	46	48	50
USA SIZE	-	XXXS	XXS	XS	S	M	L	XL	XXL	XXXL	-

## Underwear approximate equivalents

HEIGHT IN CM.	150	155	160	176	180	184	186	190	194
USA SIZE	XXXS	XXS	XS	S	M	L	XL	XXL	XXXL

## Socks approximate equivalents

FOOTWEAR	30-33	34-37	38-41	42-44	45-47
SPANISH SIZE	6	8	10	12	14
USA SIZE	-	11	-	13	-

## Cups and hats approximate equivalents

HEAD PERIMETER	52	53	54	55	56	57	58	59	60	61	62
SPANISH SIZE	52	53	54	55	56	57	58	59	60	61	62
USA SIZE	-	S	-	-	M	-	-	L	-	-	XL

## Gloves approximate equivalents

HAND CONTOUR SIZE IN CM.	-	20	22	24	26	-
SPANISH SIZE	-	6	8	10	12	-
USA SIZE	XS	S	M	L	XL	XXL



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THE BEST SHOP IN THE WORLD

MADRID. A 7 STAR DESTINATION.  
THE BEST SHOP IN THE WORLD



## Madrid. A 7 Star Destination. The Best Shop in the World

The Government of the Community of Madrid, through its Directorate General for Trade, has launched the promotional campaign **"Madrid. A 7 Star Destination. The Best Shop in the World"**. A campaign created to present Madrid as a shopping destination through the promotion of the main commercial hubs with the largest influx of tourists in Madrid.

This initiative was launched in October 2013 by the Community of Madrid together with the Chamber of Commerce and Industry of Madrid and within the framework of the Comprehensive Plan to Support the Competitiveness of Retail Trade of the Government of Spain.

Also as part of this campaign, we present the **Premium Routes of the Community of Madrid** - a proposal that truly makes a difference when organizing exclusive shopping trips. Madrid offers its visitors an all-year-round combination of pleasant climate, exquisite gastronomy and tourism resources that make shopping in these areas an unique experience for its customers.

The information on these Premium Routes is presented in this dossier for tour operators and travel agents. Based on these proposals, travel agencies will be able to prepare customized tourist packages in Madrid for each of their clients, make suggestions, book unique experiences or establish partnership agreements.

## The [www.madrid-shops.com/es/](http://www.madrid-shops.com/es/) website

The program “Madrid. A 7 Star Destination. The Best Shop in the World” is clearly visible on the net through this portal, with presence in the most prominent social networks and banners campaigns on the most relevant websites dedicated to the luxury, fashion and commercial promotion sectors.



## APP

# Madrid. A 7 Star Destination. The Best Shop in the World. Madrid Luxury Shopping Experience.

It makes finding the nearest shops easy. It has an off-line option that will avoid extra charges for the user.

The tourist in Madrid will be able to check on the application the agenda including the visits of the day and all the nearest shops in each moment.



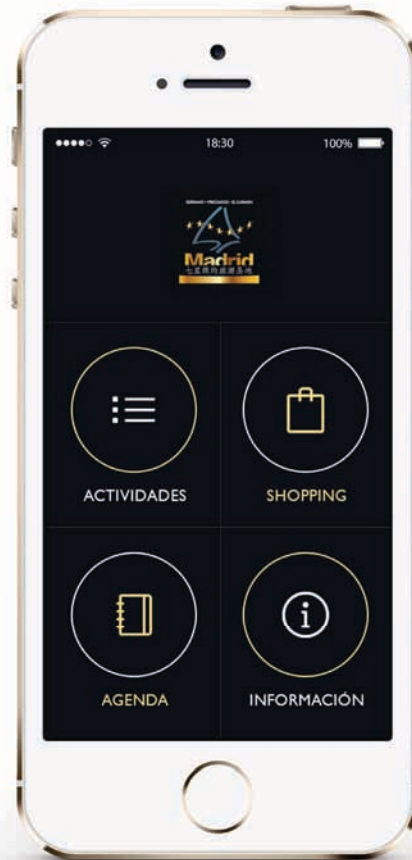


## THE BEST SHOPS

Filter Madrid's Shops by categories, located them on the map and visit the perfect brands for you.

## ACTIVITIES

Madrid got a lot of culture and leisure, we have selected the best of them so you won't miss anything.



## USEFUL INFORMATION

A lot of information at the palm of your hand. Size conversion, tax free refund, security advices, useful phones and much more.

## AGENDA

Plan your visit with our powerful agenda, organize the travel with the shops and activities that you don't want to miss.



**Madrid**

A 7 STAR DESTINATION  
THE BEST SHOP IN THE WORLD

# THE PREMIUM ROUTES. SPANISH FASHION IN SERRANO STREET



## The Premium Route of the spanish fashion in Serrano Street

We present you with a tour of Serrano Street, central axis of the trendy *Salamanca* neighborhood. This area is full of history, with magnificent buildings and where illustrious people and the wealthy families of Madrid society have habitually had their residence. In Serrano Street and its surroundings, its clients will be able to find a good selection of the best Spanish fashion and flagship stores of the main Spanish firms with international projection.

### VIP program

These stores offer a VIP service to their customers so they can enjoy the best shopping experience in Madrid. We also provide you with the services and information necessary to present and plan the best shopping itinerary: Madrid





**ADOLFO DOMÍNGUEZ**  
5, Serrano Street

**BIMBA Y LOLA**  
22, Serrano Street

**EL GANSO**  
46, Serrano Street

**OHMYGOD**  
70, Serrano Street

**ROBERTO VERINO**  
33, Serrano Street

**AGATHA RUÍZ DE LA PRADA**  
27, Serrano Street

**CAMPER**  
24, Serrano Street

**GARCÍA MADRID**  
6, Conde Aranda  
Street

**PERODRI JOYEROS**  
17, Serrano Street

**SUÁREZ JOYEROS**  
63, Serrano Street

**ALFREDO VILLALBA**  
68, Serrano Street

**CARMINA SHOEMAKER**  
74, Serrano Street  
73, Claudio Coello  
Street

**HANNIBAL LAGUNA**  
35, Jorge Juan Street

**PEDRO DEL HIERRO**  
24, Serrano Street

**TOUS**  
50, Serrano Street

**ALFARO 1926**  
7, Serrano Street

**CORTEFIEL**  
40, Serrano Street

**HOSS INTROPIA**  
18, Serrano Street

**PRETTY BALLERINAS**  
83, Claudio Coello  
Street

**UTERQUE**  
40, Serrano Street

**ÁNGEL SCHLESSER**  
Callejón de Jorge  
Juan Street

**CUSTO BARCELONA**  
91, Claudio Coello  
Street

**LOEWE**  
26 & 34, Serrano  
Street

**PUNTO ROMA**  
19, Serrano Street

**UNO DE 50**  
54, Serrano Street

**ARISTOCRAZY**  
46, Serrano Street  
6-8, Serrano Street

**DELPOZO**  
19, Lagasca Street

**MASSIMO DUTTI**  
48, Serrano Street

**PURIFICACIÓN GARCÍA**  
28, Serrano Street

**WOMAN SECRET**  
29, Serrano Street

**BDBA**  
44, Claudio Coello  
Street

**DOLORES PROMESAS**  
69, Claudio Coello  
Street

**NICOL'S**  
86, Serrano Street

**RABAT**  
32, Serrano Street

**ZARA**  
23, Serrano Street



# ADOLFO DOMINGUEZ

5, Serrano Street • Tel.: +34 91 436 26 00



The **ADOLFO DOMINGUEZ** flagship store in Madrid shows the unique universe of the designer in an incomparable setting: a renovated building that gathers, in five floors, all the of the firm's collections for men, women and children. On the top floor, a pet-friendly cafe offers a menu full of organic gourmet products. A real oasis in the big city.

<b>GROUPS</b>	●
<b>VIP SERVICE</b>	●
<b>DISCOUNT</b>	
<b>GIFT</b>	
<b>DRINK / REFRESHMENT</b>	●
<b>GUIDED TOUR</b>	●

## AGATHA RUIZ DE LA PRADA

27, Serrano Street • Tel.: +34 91 319 05 01



GROUPS	●
VIP SERVICE	●
DISCOUNT	
GIFT	
DRINK / REFRESHMENT	●
GUIDED TOUR	●

**A** GATHA'S store is a burst of color: fashion and accessories for children and adults, accessories, household linen, office supplies and unique gifts.

# ALFREDO VILLALBA

68, Serrano Street • Tel.: +34 91 431 09 65



In this Made-in-Spain fashion luxury brand, the making of each model follows the established guidelines by the Haute Couture. The delicate and exquisite work is made entirely in the brand's Atelier located in Madrid and only the most exclusive fabrics are used. Models of supreme quality, maximum visual impact and with an unique aesthetic code that leads fashion trends.

<b>GROUPS</b>	●
<b>VIP SERVICE</b>	●
<b>DISCOUNT</b>	
<b>GIFT</b>	
<b>DRINK / REFRESHMENT</b>	
<b>GUIDED TOUR</b>	●



## ALFARO 1926

7, Goya Street • Tel.: +34 91 412 66 87.  
6, Goya Street (inside the Jardín de Serrano mall)



GROUPS	•
VIP SERVICE	•
DISCOUNT	10%
GIFT	
DRINK / REFRESHMENT	
GUIDED TOUR	•

A multi-brand fashion space for women, where leather clothing is a benchmark in Madrid fashion, with 5 stores in Madrid.

# ÁNGEL SCHLESSER

Callejón de Jorge Juan Street • Tel.: +34 91 575 55 74



The *Callejón de Jorge Juan Street* is one of the most glamorous corners in Madrid. The **ÁNGEL SCHLESSER** store, with a perfect minimalist air, gathers its sophisticated and functional fashion collections for women. They will also be able to enjoy the attractive accessories, jewelry and perfumes.

GROUPS	●
VIP SERVICE	●
DISCOUNT	●
GIFT	
DRINK / REFRESHMENT	
GUIDED TOUR	●

10% discount for purchases up to 500 Euros  
 20% discount for purchases over 500 Euros.

## ARISTOCRAZY

46, Serrano Street • Tel.: +34 91 435 11 38.  
6, Goya Street (inside the Jardín de Serrano mall)



GROUPS	•
VIP SERVICE	•
DISCOUNT	
GIFT	
DRINK / REFRESHMENT	
GUIDED TOUR	•

**A**RISTOCRAZY. Quality, exclusivity, design and perfection as a guide for the whole process inspire the birth of this prêt-à-porter jewelry firm. An innovative vision that, coupled with its origins, makes **ARISTOCRAZY** an exceptional brand that combines the latest trends with essence and tradition.

# BDBA

44, Claudio Coello Street • Tel.: +34 91 109 14 05



A luxurious space located in the heart of the golden mile of Madrid. The **BDBA** store has 300sqm. dedicated exclusively to the clothing and accessories of this Spanish fashion firm for women with the style "fashion chic".

<b>GROUPS</b>	●
<b>VIP SERVICE</b>	●
<b>DISCOUNT</b>	
<b>GIFT</b>	
<b>DRINK / REFRESHMENT</b>	
<b>GUIDED TOUR</b>	●



## BIMBA Y LOLA

22, Serrano Street • Tel.: +34 91 563 93 63



GROUPS	<input type="checkbox"/>
VIP SERVICE	<input type="checkbox"/>
DISCOUNT	<input type="checkbox"/>
GIFT	<input type="checkbox"/>
DRINK / REFRESHMENT	<input type="checkbox"/>
GUIDED TOUR	<input type="checkbox"/>

Urban and feminine prêt-à-porter in the mid-high segment of fashion, becoming a must-have appointment for those looking for the most chic at a good price.

# CAMPER LAB STORE

24, Serrano Street • Tel.: +34 91 578 25 60



The flagship store of the Spanish brand **CAMPER** in Madrid is a functional space, conceived as an artistic facility where shoes are the sole focus.

<b>GROUPS</b>	•
<b>VIP SERVICE</b>	
<b>DISCOUNT</b>	
<b>GIFT</b>	
<b>DRINK / REFRESHMENT</b>	
<b>GUIDED TOUR</b>	

## CARMINA SHOEMAKER

74, Serrano Street • Tel.: +34 91 577 52 15.  
73, Claudio Coello Street • Tel.: +34 91 576 40 90



GROUPS	●
VIP SERVICE	●
DISCOUNT	
GIFT	●
DRINK / REFRESHMENT	
GUIDED TOUR	

Artisan footwear brand of exquisite elegance and great quality. Fully-made in the Mallorca workshop using the traditional goodyear sewn system. Specialists in Genuine Shell Cordovan.



# Madrid

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#### PREMIUM ROUTES

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Gourmet Experience in San Anton's Market

## CORTEFIEL

40, Serrano Street • Tel.: +34 91 359 57 13



Since its origins, back in 1945, the **CORTEFIEL** brand has sought its own style, based on elegance, quality, comfort and functionality. It is aimed at an audience of men and women between 35 and 45 years old, open-minded and young in their habits as well as ready to embrace new trends. It is aimed at an audience of men and women between 35 and 45 years old, open-minded and young in their habits as well as ready to embrace new trends.



## CUSTO BARCELONA

91, Claudio Coello Street • Tel.: +34 91 575 14 14



GROUPS	●
VIP SERVICE	●
DISCOUNT	20%*
GIFT	
DRINK / REFRESHMENT	●
GUIDED TOUR	●

\* In purchases over 300€

In the early 80's, the Dalmau brothers, Custo and David, got involved on a project that without much of a previous plan led them to the world of fashion. Unexpectedly, they created a type of pieces that did not exist at the time but that shaped the iconic style of what is now **CUSTO BARCELONA**.

# DELPOZO

19, Lagasca Street • Tel.: +34 91 219 40 38



**D**ELPOZO understands fashion as an intimate conversation with the mysterious beauty of women. The Lagasca space, led by the designer Josep Font, is undoubtedly an experience full of luxury, haute couture and the pleasure of fashion.

<b>GROUPS</b>	
<b>VIP SERVICE</b>	
<b>DISCOUNT</b>	
<b>GIFT</b>	
<b>DRINK / REFRESHMENT</b>	●
<b>GUIDED TOUR</b>	●

## DOLORES PROMESAS

69, Claudio Coello Street • Tel.: +34 91 435 09 77



GROUPS	●
VIP SERVICE	●
DISCOUNT	
GIFT	●
DRINK / REFRESHMENT	●
GUIDED TOUR	

If you are looking for the iconic Spanish woman: glamorous, modern, functional and passionate, you should not miss **DOLORES PROMESAS**. Her store offers fashion, accessories and complements in two collections that complete each other: Dolores Promesas and Heaven.

# EL GANSO

47, Serrano Street • Tel.: +34 91 545 86 63



A “British new-age” brand: Scottish and Welsh squares are used in classic designs with distinctive details, such as the original gallons on jackets. Stylish yet fun and youthful garments, in which the quality of the materials excels.

<b>GROUPS</b>	●
<b>VIP SERVICE</b>	
<b>DISCOUNT</b>	
<b>GIFT</b>	●
<b>DRINK / REFRESHMENT</b>	
<b>GUIDED TOUR</b>	

## GARCÍA MADRID

6, Conde de Aranda Street • Tel.: +34 91 431 46 16



GROUPS	●
VIP SERVICE	●
DISCOUNT	10%
GIFT	
DRINK / REFRESHMENT	
GUIDED TOUR	

It offers collections that combine the tradition of European tailoring with a modern touch. The handcrafted care is present on the details and the finishing touches, as well as in the highest quality fabrics: premium cotton, cashmere and merino wool, silks...



## HANNIBAL LAGUNA

35, Jorge Juan Street • Tel.: +34 91 577 10 29



**H**ANNIBAL LAGUNA. A Couture Spanish designer associated with luxury and the most exquisite femininity. His creations are unique pieces, admired and considered as true jewels. His unmistakable style is defined through feminine silhouettes and delicate strokes, being one of the favorite designers of actresses and celebrities.

GROUPS	●
VIP SERVICE	●
DISCOUNT	
GIFT	
DRINK / REFRESHMENT	
GUIDED TOUR	●

## HOSS INTROPIA

18, Serrano Street • Tel.: +34 91 781 06 12



GROUPS	●
VIP SERVICE	●
DISCOUNT	
GIFT	
DRINK / REFRESHMENT	●*
GUIDED TOUR	●*

\* Previous appointment required.

A fashion firm for women with collections that have an original and unique style, designed for real and unique women. Its garments are different from all others. Original, colorful and eclectic designs. **HOSS INTROPIA** is much more than clothes. Its philosophy is based on the concept of "intropia" -introspection and utopia fusion- that means pursuing a dream. According to this concept the clothes and accessories we wear transcend the physical aspect because they talk about the inside and, in a way, make feelings visible.

# LOEWE

26, Serrano Street • Tel.: +34 91 577 60 56.  
 34, Serrano Street • Tel.: +34 91 426 35 88



**P**AST, PRESENT AND FUTURE. **LOEWE** begins as an association of leather craftsmen in the center of Madrid in 1846, giving life to one of the first luxury houses in the world. The commitment to modernity emerges as a key element in the evolution and expansion of the brand. In October 2013, Jonathan Anderson is appointed Artistic Director. Under his leadership, **LOEWE** reinvents a 168-year heritage of craftsmanship and innovation to drive it towards

<b>GROUPS</b>	•
<b>VIP SERVICE</b>	•
<b>DISCOUNT</b>	
<b>GIFT</b>	
<b>DRINK / REFRESHMENT</b>	•
<b>GUIDED TOUR</b>	•



## MASSIMO DUTTI

48, Serrano Street • Tel.: +34 91 436 13 65



This men and women fashion brand aimed at a current, independent, urban and cosmopolitan public has an emblematic shop in the heart of Serrano Street.

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## NICOL'S

11, José Ortega y Gasset Street  
86, Serrano Street & 12, Goya Street



Since 1917, they design and manufacture jewelry using the techniques of the traditional goldsmiths. Its pieces are chosen by fashion magazines and celebrities for their stylings and have been granted national and international awards.

GROUPS	●
VIP SERVICE	●
DISCOUNT	15%
GIFT	
DRINK / REFRESHMENT	●
GUIDED TOUR	●

## OHMYGOD

70, Serrano Street



GROUPS	•
VIP SERVICE	•
DISCOUNT	10%
GIFT	
DRINK / REFRESHMENT	•
GUIDED TOUR	•

**OHMYGOD** is a jewelry firm created by the Nicolas brothers and covers the gap between high jewelry and costume jewelry. This firm is transforming the national and international market with its designs.

# PERODRI JOYEROS

17, Serrano Street • Tel.: +34 91 578 31 40



**P**ERODRI is a prestigious Spanish jewelry with more than 50 years of history. It is the official dealer of Swiss watch brands such as: Rolex, Cartier, Vacheron Constantin, Omega, Tudor, Chopard, Tag Heuer, Hublot, Corum, Ulysse Nardin, Baume et Mercier or Zenith.

<b>GROUPS</b>	●
<b>VIP SERVICE</b>	●
<b>DISCOUNT</b>	
<b>GIFT</b>	
<b>DRINK / REFRESHMENT</b>	●
<b>GUIDED TOUR</b>	●



## PEDRO DEL HIERRO

24, Serrano Street • Tel.: +34 91 435 22 10



GROUPS	•
VIP SERVICE	
DISCOUNT	
GIFT	
DRINK / REFRESHMENT	
GUIDED TOUR	

The design of the **PEDRO DEL HIERRO** brand is always in constant evolution, harmoniously combining the essences of fashion and the visionary aspect of the trends, both in prêt-à-porter and haute couture and urban dress.

# PRETTY BALLERINAS

22, Hermosilla Street • Tel.: +34 91 576 17 47



The shoes have been made by the same family and in the same village of the Mediterranean island of Menorca since 1918. Each new shoe is designated and named as a movie or music icon to help their clients remember which option makes them feel better.

<b>GROUPS</b>	
<b>VIP SERVICE</b>	
<b>DISCOUNT</b>	●
<b>GIFT</b>	
<b>DRINK / REFRESHMENT</b>	●
<b>GUIDED TOUR</b>	



## PUNTO ROMA

19, Serrano Street • Tel.: +34 91 431 73 94



It is a Spanish firm that offers fashion for all types of women, with a wide variety of styles, always with the highest quality and the best price, with a large size selection.

# PURIFICACIÓN GARCÍA

28, Serrano Street • Tel.: +34 91 435 80 13



With three collections –for men, for women and accessories–, **PURIFICACIÓN GARCÍA** understands fashion as an universal language that must adapt to the day-to-day needs of everyone. She believes in versatile designs and neutral colors, focusing mainly on the fabrics.

<b>GROUPS</b>	
<b>VIP SERVICE</b>	
<b>DISCOUNT</b>	
<b>GIFT</b>	●
<b>DRINK / REFRESHMENT</b>	●
<b>GUIDED TOUR</b>	●

## RABAT

32, Serrano Street • Tel.: +34 91 431 93 33



GROUPS	•
VIP SERVICE	•
DISCOUNT	
GIFT	
DRINK / REFRESHMENT	•
GUIDED TOUR	•

The **RABAT** jewels are born of the meticulous selection of each stone, in addition to the use of the best jewelry arts, the best professionals and materials. A.Lange & Söhne, Audemars Piguet, Baume&Mercier, Bell&Ross, Blancpain, Breguet, Breitling, Bulgari, Cartier, Chanel, Chaumet, Chopard, Corum, Cuervo y Sobrinos, Dior, Glashütte Original, Hublot, IWC, Jaeger-LeCoultre, Longines, Maurice Lacroix, Montblanc, Moser, Omega, Panerai, Piaget, Porsche Design, Richard Mille, Tag Heuer, Tiffany&Co, Ulysse Nardin, Vacheron Constantin, Van Cleef & Arpels, Vertu, Zenith, among other.

# ROBERTO VERINO

33, Serrano Street • Tel.: +34 91 426 04 75



**R**oberto Verino's shop in Serrano Street is the flagship of the brand where the famous designer presents his collections for men, women and an attractive accessories selection.

<b>GROUPS</b>	●
<b>VIP SERVICE</b>	●
<b>DISCOUNT</b>	10%
<b>GIFT</b>	
<b>DRINK / REFRESHMENT</b>	●
<b>GUIDED TOUR</b>	



## SUÁREZ

62, Serrano Street • Tel.: +34 91 781 09 63.  
63, Serrano Street • Tel.: +34 91 781 99 40



GROUPS	•
VIP SERVICE	•
DISCOUNT	
GIFT	
DRINK / REFRESHMENT	•
GUIDED TOUR	•

**S**UÁREZ, founded in Bilbao in 1943, is one of the oldest and most prestigious jewelers in Spain. The brand has become a point of reference due to the design of its handcrafted pieces and the quality of its diamonds and pearls.

# TOUS

50, Serrano Street • Tel.: +34 91 431 92 42



**T**OUS is an icon of innovation in the field of jewelry. The brand has diversified its business towards other products such as accessories -mainly handbags and leather goods.

<b>GROUPS</b>	●
<b>VIP SERVICE</b>	
<b>DISCOUNT</b>	
<b>GIFT</b>	●*
<b>DRINK / REFRESHMENT</b>	
<b>GUIDED TOUR</b>	●

\* In purchases over 100€



## UTERQÜE

40, Serrano Street • Tel.: +34 91 575 45 85



**F**ashion accessories and a careful selection of excellent textile and leather garments define the Uterqüe line in an elegant and sophisticated space.

# UNODE50

54, Serrano Street • Tel.: +34 91 576 98 78



**U** **NODE50**, a Unique Brand, a Different Product, an International Presence, an Exclusive Image. **UNODE50** was born in the late 90's out of a group of creative artists who decided to create a brand of Spanish jewelry that would break with everything existing up to that point. The project was based on designing pieces with a unique style. In a short time **UNODE50** became an innovative and trend-setting signature.

<b>GROUPS</b>	
<b>VIP SERVICE</b>	● *
<b>DISCOUNT</b>	
<b>GIFT</b>	
<b>DRINK / REFRESHMENT</b>	
<b>GUIDED TOUR</b>	● *

\* Previous appointment required

# Madrid

A 7 STAR DESTINATION  
THE BEST SHOP IN THE WORLD

THE PREMIUM ROUTES. SPANISH FASHION IN SERRANO STREET

## WOMAN SECRET

29, Serrano Street • Tel.: +34 902 45 95 45



**A** brand of underwear, sleepwear, accessories and bathing suits for today's women. We create new ideas to make life easier and happier for them, sometimes provoking emotions and others providing solutions.



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#### PREMIUM ROUTES

Spanish Fashion in Serrano  
Gourmet Experience in San Anton's Market

## ZARA

23, Serrano Street • Tel.: +34 91 436 31 58



Zara's impressive store in Serrano Street offers trendy clothing at an affordable price. It's available both to a female audience, as well as men and children, in more than 4000 meters of commercial space. A unique shopping experience for tourists and residents.





**Madrid**

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## GASTRONOMIC EXPERIENCE





## The premium route - gourmet experience:

### **SAN ANTON MARKET** **A real avant-garde market**

Its origins, in Augusto Figueroa street go back to 1945. However, it has now become one of the reference markets of the Region of Madrid.

The current building includes three floors: the first one with a traditional market that, under a common image, includes 14 stalls dedicated to the sale of perishable products. The second one offers show cooking, take away food and an exhibition hall. And the third one where the user can find *La cocina de San Antón* restaurant & terrace. The latter, overlooking the fashionable neighborhood of Chueca, serves traditional Spanish dishes and raw material recently bought in the market.

In short, with 6,200 square meters of space the market of San Anton stands as a true temple of quality, an authentic avant-garde market in the heart of the city of Madrid, making it a must-see for residents and tourists wanting to experience the "Gourmet Route" of the Region of Madrid.



After the tour of the market the visitor can enjoy the atmosphere of the streets of Chueca that stands out as a cosmopolitan area with great day and night activity and where modernity and tradition coexist. A definite must-see for tourists as well.

- Dinner reservations at the heart of the market.
- 1-hour Flamenco performance.

This visit will last two and a half hours approx. and will have simultaneous interpreting at all times.

## **San Anton Market's "Golden Visit"**

The "Mercado de San Antón" is one of the most representative symbols of the city of Madrid. Considered one of the best markets in the world, it specializes in the gastronomic products of LUXURY or GOURMET and two years after its opening, it has become a gastronomic place of reference in and out of Spain.

**"Golden Visit"** is an exceptional and customized visit for VIP groups. It includes the following proposals:

- Personalized reception of each visitor.
- Guided tour of the stalls with exclusive tasting of their best products, an unique opportunity to discover the true Spanish gastronomy.



## PREMIUM ROUTES

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## The restaurant

Includes 400 sqm. of terrace-lounge with spectacular views to the Madrid sky and the streets of the charming district of Chueca. It also has another 300 sqm. inside proposing a different atmosphere that has been carefully detailed and comprising a mixture of contemporary furniture with different finishing touches.

The menu offers mainly a "market cuisine", always cooked with fresh and natural products for the current season, inspired by traditional Spanish cuisine with some international touches.

The bar completing the restaurant offers a proposal where cocktails become the main focus, in addition to a wide variety of soft drinks, juices and snacks. "La cocina de San Antón" presents the client with a new concept: "YOU CHOOSE THE PRODUCT IN THE MARKET AND WE COOK IT TO YOUR TASTE".

The Market's visitors will be able to choose a meat or fish product emphasizing that it is for the "COOKING OF THE KITCHEN OF SAN ANTON". Once the product has been packaged for them, it will be cooked in the restaurant and accompanied by different garnishes and sauces –a real pleasure with all the freshness and quality guarantee–.

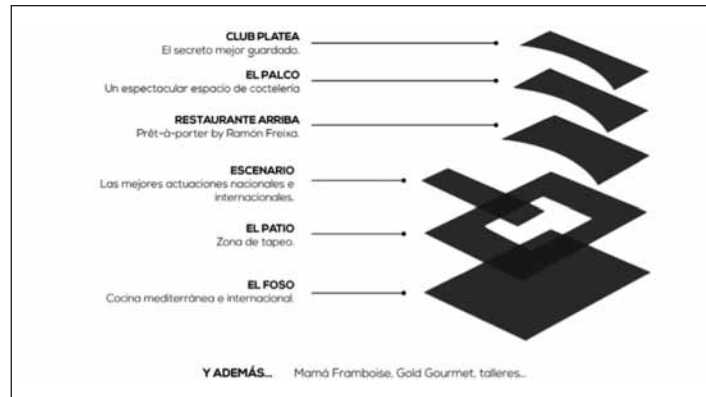


## PLATEA MADRID

A few steps from the *Plaza de Colón*, across the *Paseo de la Castellana* and in the most luxurious neighborhood of the capital is Platea Madrid. What was the Carlos III cinema is today the largest gastronomic leisure space in Europe.

3.5 years of works and 90 million Euros investment have transformed this abandoned cinema in the most exclusive gastronomic space of the *Salamanca* district thanks to its 6 Michelin Stars and its 12 Repsol suns. But not only the gastronomy is present at Platea: its 6,000 square meters make it the largest multicultural leisure center in Europe. The music, performing arts or the air dancing are also extremely relevant in Platea Madrid. All to enjoy the best European style.

After the tour of the market the visitor can enjoy the atmosphere of the streets of Chueca that stands out as a cosmopolitan area with great day and night activity and where modernity and tradition coexist. A definite must-see for tourists as well.



According to Lázaro Rosa Violán, reputed interior designer in charge of the project, Platea is a 'soulful space, exuding exclusivity, but that is thought for the enjoyment of all'.

Platea is, therefore, a space in which tradition and avant-garde are combined. In which gastronomy and culture shake hands. A space where, as it always did, the show continues to go on every night.

### "Platea VIP Tour"

Platea will make you live the best of European culture and gastronomy. In the special visit that we have prepared for you, you will be able to visit all our spaces (even those the general public does

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not have access to). Do not waste time trying to describe them, it is not possible. Simply enjoy each moment with us and shoot with your camera so you do not forget.

The combination of your photographs with the favors that will be engraved on your palate, will leave you with an unforgettable memory.

Let your camera witness your smiles on Platea:

- History of Platea, concept and types of gastronomy. Explanation of the origin of the products.
- Menu served in the most exclusive part of Platea, without access for the general public.
- Enjoy the most modern flamenco show specially brought to our clients in private.
- All this route lasts 2 hours including the visit, the food and the show.







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The dossier "PREMIUM ROUTES. Spanish Fashion in Serrano Street. Gourmet Experience." has been developed by the Directorate General for Trade within the campaign "Madrid. 7 Star Destination. The Best Shop in the World."

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**ACOTEX** (Asociación Empresarial del Comercio Textil y complementos)

