

SHOPPING IN ZURICH



From luxury to international brands, and from tradition-steeped businesses to urban Zurich labels – shopping in Zurich inspires both aficionados of exclusive items and lovers of fashion. “Lädele” is what Zurich residents call enjoying a leisurely shopping spree through the multi-faceted districts of the city – whether along the would-famous, bustling Bahnhofstrasse, in the picturesque Old Town with its over 2,000-year-old history, extending along the banks of the River Limmat, or in the trendy urban quarters of Zurich-West and Aussersihl. zuerich.com/shopping

Further information, special offers and hotel reservation

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Bahnhofstrasse: Luxury Stores and International Brands

The internationally acclaimed shopping precinct along the Bahnhofstrasse was created after Zurich Main Station was built on the site where 150 years ago the city's fortified moat once stood. Stretching a distance of just under a mile, it links Zurich Main Station with Lake Zurich. Nowadays, department stores, boutiques and jewelry shops can be found lined up in a row, like pearls on a necklace. Exclusive fashion and accessories are on sale at, for example, Bongénie Grieder, Swiss luxury fashion and leather goods at Bally, and a fine selection of quality sportswear at Och Sport. Somewhat hidden behind the tower of St. Peter's Church is the diamond boutique, Vainard, offering one-of-a-kind and exclusive handcrafted jewelry in Parisian art deco style. The Swiss tradition-steeped companies, Türlér and Bucherer, also manufacture their own watch and jewelry collections and customized pieces in the company smithies. Other addresses for an exclusive choice of watches and jewelry are Beyer Uhren und Juwelen, Christ Uhren & Schmuck and KURZ Schmuck und Uhren. zuerich.com/bahnhofstrasse

Old Town: Where Trends Meet Traditions

In Zurich's Old Town, trends meet traditions: here you can find artisans, antique dealers, bookshop owners, florists and hairdressers alongside trendy boutiques, Zurich labels and jewelry stores. This combination of many different kinds of specialist shops is unique to this quarter, and makes the Old Town particularly attractive for shoppers. Tradition is fostered to this day in many of the shops here, such as at the over 150-year-old, family-run Schwarzenbach Kolonialwaren, selling a range of colonial goods. The minute you enter this store, you are immediately transported back to bygone days. The shop still has its original furnishings, and hanging in the air is the scent of freshly roasted coffee and spices and fruit from all corners of the globe. Messer-Scharf and Swiss Cutlery offer a selection of Swiss Army knives and other typical artisan products. In sharp contrast to this are the numerous chic boutiques, which contribute to the diversity and unique character of the shopping facilities in Zurich's Old Town. A good example of this is The Time-Tunnel: here the fashion-conscious can browse through the second-hand designer objects or have their hair cut. Also of interest is Thema Selection. This boutique was opened in the 1970s by a group of squatters – including Sissi Zoebeli, who still runs the shop today and constantly enriches Zurich's alternative culture.

Schöpfe: Local Handicrafts

Situated on the opposite bank of the River Limmat is Schöpfe, one of the city's oldest districts. This quarter is still dominated by artisans today, and visitors can often obtain expert advice from the master craftsperson or artist – whether goldsmith or woodcarver – in person. Schweizer Heimatwerk, which sells exclusively top-quality handicraft items made in Switzerland, also has a branch here. One door further along, Marktlücke Zurich offers unemployed women the opportunity to reintegrate themselves into working life by making beautiful handcrafted products and selling them in the shop. Equally dexterous are the creative staff at Mörgeli Bilderrahmen, selling exquisite handmade picture frames, Fé's Accessoires, and Spirit of Silk, with its hand-printed silk scarves. Not far away, at Werdmühleplatz, is the Zurich label Alprausch, which reinterprets traditional Swiss motifs on trendy streetwear and skiwear. heimatwerk.ch / markt-luecke.ch

Zurich-West and Aussersihl: Urban Zurich Labels That Never Fail to Impress

The creative sector in Zurich is booming. This is particularly evident in the trendy quarters of Zurich-West, formerly the industrial district, and Aussersihl, with the lengthy Langstrasse running through it. New galleries, restaurants, bars and clubs are opening here all the time. In addition, textile and furniture designers, jewelry makers and fashion designers, architects and graphic designers all have their studios or shops here. Halfway between Zurich Main Station and the colorful Langstrasse, Fabric Frontline continues Zurich's silk tradition, which dates back to the 13th century. Designer Ida Gut and

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the Swiss-style label Beige also have their businesses nearby. The legendary Freitag bags are sold in Zurich-West in a tower made out of 17 rusty shipping containers stacked on top of each other. With its stock of 1,600 bags and accessories, it houses the world's largest selection of individual recycled freeway bags. Anyone interested in Zurich labels are treated to a fantastic overview at Saus und Braus, which sells solely Swiss-made fashion and accessories. Important events featuring Zurich design are Kreislauf 4 und 5 in the spring, and Blickfang at the Kongresshaus Zurich in the fall.

Department stores on the Bahnhofstrasse

In Zurich's department stores, you can find everything your heart desires. The Jelmoni department store, which opened in 1899, is not only the oldest in Zurich, but also the largest shop-within-a-shop department store in Switzerland. It accommodates more than 1,000 established retailers distributed over seven floors and selling over 250,000 products. In the basement, Jelmoni also runs the Gourmet Factory complete with takeaway, offering choice specialties from all over the world. And less than a two-minute walk away are the department stores Globus (also with a delicatessen department), Manor, Migros City and St. Annahof. jelmoli.ch / globus.ch

Shopping Malls

The Sihlcity shopping center in the southern part of the city was built in 2007 on the site of a former paper factory, to which brick buildings and a tall chimney still bear witness today. The present-day shopping mall, with its 80 shops, event hall, movie complex, health and wellness spa, numerous restaurants and the Hotel Four Points by Sheraton combines traditional buildings from the 1950s with state-of-the-art architecture, and offers an incomparable shopping and enjoyment experience. At Zurich Main Station, you can shop in a central location every day of the year; with more than 135 retail outlets, ShopVille-RailCity Zurich offers an extensive range of services and shops. Here you can find everything you could possibly wish for – including on Sundays and public holidays. Shopping is also possible 365 days a year at Zurich Airport, which is home to over 80 retailers, as well as a variety of service providers. Moreover, once they have passed through passport control, travelers also have 50 duty-free shops to choose from. sihlcity.ch / sbb.ch/shopville / zurich-airport.com

Food and Specialty Markets

Various markets are held in Zurich every week. Arguably the best known of them all is the BahnhofMarkt, situated in the massive entrance hall of Zurich Main Station. Every Wednesday, market traders from all over Switzerland sell a host of wonderful culinary delicacies here, ranging from Puschlav bread to Persian fruit. The best place to buy flowers and vegetables is the market at Bürkliplatz on Tuesdays and Fridays, or at Markplatz in Oerlikon on Wednesdays and Saturdays. Other flower and vegetable markets can be found at Helvetiaplatz and on the Rathausbrücke bridge. Collectors of trinkets, antique enthusiasts and bargain hunters should head to the flea market at Bürkliplatz, held every Saturday between May and October. And every Saturday, up to 300 vendors ply their wares at the Kanzlei flea market.

Swiss Chocolate and Zurich Confectionery

Switzerland is famously the land of chocolate. It therefore comes as no surprise that here, in the largest Swiss city, the choice is not just extensive, but also exquisite. One of the most famous addresses in the world for delectable sweet confectionery is the Confiserie Sprüngli, renowned for its personalized service and delicious own creations – such as the world-famous Luxemburgerli. Truffe, too, sets great store by creativity and customized advice. In fact, the personal attention of the manager is so highly sought after that you need to make an appointment at least four weeks in advance. Other top addresses for chocolate products and gifts for sweet-toothed loved ones back home are Teuscher on the Bahnhofstrasse, Vollenweider Chocolatier, Honold and Läderach Chocolatier Suisse. A particularly delicious Zurich delicacy is the (Züri-)Tirggel. This crispy cookie made from honey, flour and spices is decorated on the upper side with scenic motifs or coats-of-arms. Nowadays, this

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confectionery is produced, among others, by Biscuits-Suter AG in Schönenberg, or made by hand at the Honegger Tirggel bakery.

Store Opening Hours

In Zurich and surrounding area, the stores are generally open between Monday and Friday, from 9.00am to at least 6.30pm, with late shopping once a week. In downtown Zurich, as well as at certain shopping malls, stores remain open until 8.00pm on weekdays and until 6.00pm on Saturdays. On Sundays and public holidays, when the stores are generally closed, you can still shop at RailCity at Zurich Main Station, at Zurich Airport, in certain shops close to train stations, and at gas stations.

Markets

BahnhofMarkt

Zurich Main Railway Station // Wednesday, 10.00am – 8.00pm

Markt beim Bürkliplatz

Bürkliplatz, 8001 Zurich // Tuesday and Friday, 6.00am – 11.00am

Marktplatz Oerlikon

Marktplatz Oerlikon, 8050 Zurich // Wednesday, 6.00am – 11.00am & Saturday, 6.00am – 12.00am

Weekly Market Helvetiaplatz

Helvetiaplatz, 8004 Zurich // Tuesday and Friday, 6.00am – 11.00am

Flower and Vegetable Market Rathausbrücke

Rathausbrücke, 8001 Zurich // Saturday, 6.00am – 12.00am

Flea Market Bürkliplatz

Bürkliplatz, 8001 Zurich // Saturday, 6.00am – 4.00pm (May to October)

Flea Market Kanzlei

Kanzleistrasse 56, 8004 Zurich // Saturday, 8.00am – 4.00pm

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