

Berlin: Shop 'til you drop

A cosmopolitan scene in a large, trendy city

Berlin, March 2017 Berlin offers an exceptional variety of shopping in large shopping centres, department stores, small shops and exclusive boutiques. Lovers of fine fashion, bargain hunters and trendsetters alike will find plenty of the latest fashions to choose from in the German capital.

Important for newcomers: shopping in Berlin is a little different than what you might be used to from other German cities. Because of how the city grew neighbourhood-by-neighbourhood and its decade of division, there is no single city centre or pedestrian shopping zone as in Germany's other large cities. Instead, in addition to the two most famous Kurfürstendamm and Friedrichstraße, there are many shopping areas across the city, which we will call City West and Mitte to keep things simpler.

Shopping in City West

BIKINI Berlin in City West is directly adjacent to the Zoological Garden and is Germany's first concept mall. It targets a sophisticated audience conscious of the latest trends and styles, offering fashion, lifestyle options, and restaurants over its three storeys. One particular highlight are the pop-up boxes where various labels, many of them based in Berlin, temporarily show their collections. Nearby on the ground floor is the spectacular "monkey window" with views directly into the primate exhibit at the zoo. Up on the first floor, Sevil Uguz' LNFA offers lots of pieces from local and also international young fashion designers. She also organises a number of events during Fashion Week. Stretching between Zoo and the Kaiser Wilhelm Memorial Church, BIKINI Berlin is the ideal place to start exploring the many shopping options in City West, since both Kurfürstendamm and Tauentzienstraße are within walking distance. [www.bikiniberlin.de](http://bikiniberlin.de), <http://lnfa-shop.de>

Kurfürstendamm, often called "Ku'damm" for short, and Tauentzienstraße are Berlin's most famous shopping streets for tourists in the western part of the city. The recently opened Taschen Store featuring the affordable art books published by Taschen is also a gallery and event space located in a side street off Kurfürstendamm. www.taschen.com

KaDeWe, the largest department store in continental Europe, is located on Wittenbergplatz in Schöneberg. Lovers of luxury will find much more here than the wide range of women's and men's fashion from international designer labels. The sixth-floor food hall is world-famous and has long been Berlin's top temple to all things gourmet. Currently, KaDeWe is undergoing what promises to be spectacular renovation with a design by star architect Rem Koolhaas that puts the focus on shopping as an experience. The shop windows are already completed and are a sight to behold. www.kadewe.de

Budget-conscious shoppers will also find a variety of international chains with shops on Tauentzienstraße, including Niketown and Uniqlo. The western end of Kurfürstendamm tends to be home to exclusive designers like Lagerfeld, Lacoste, and Tommy Hilfiger. Luxury brands such

as Bulgari, Chanel, Louis Vuitton, Valentino and Gucci line the boulevard between Uhlandstraße and Adenauerplatz, while the quieter side streets in either direction off Uhlandstraße also offer plenty of charm. High-end boutiques offer an exclusive range of fashion and design in grand houses from more than a century ago, with many elegant cafés and restaurants in the neighbourhood offering perfect spots for a break. www.kurfuerstendamm.de

Running parallel to Kurfürstendamm, Kantstraße is the second major shopping street in Berlin's Charlottenburg-Wilmersdorf district. The studios of numerous interior designs are found along here between Uhlandstraße and Savignyplatz. Suarezstraße, meanwhile, has become a centre for antiquing. Stilwerk is home to about fifty home furnishings and up-scale designer stores such as Bang & Olufsen, Bulthaup, and Ligne Roset. Savignyplatz, meanwhile, offers shopping enthusiasts and passers-by a colourful, multi-faceted ensemble of small shops, galleries, and restaurants. beostores.bang-olufsen.de/berlin-stilwerk/, www.bulthaup-stilwerk-berlin.bulthaup.de

Kantstraße then crosses Wilmsdorfer Straße, too. The area between Schillerstraße and the Charlottenburg S-Bahn station has been laid out as a low-traffic pedestrian zone. The part north of the pedestrian zone is dominated by apartment buildings with small retail businesses on their ground floors. One destination is Rogacki, a delicatessen known throughout Berlin for its fish products. Another is Goldhahn & Sampson, which opened nearby in 2015 to offer the very best and tastiest foodstuffs as well as regular cookery courses. www.wilmersdorfer.com, www.rogacki.de, www.goldhahnundsampson.de/shop

Shopping in Mitte

After Kurfürstendamm, Friedrichstraße in Berlin's Mitte district is the second most important shopping destination in the city. It runs from Oranienburger Tor to Mehringplatz and Hallescher Tor in Kreuzberg. Not far from Checkpoint Charlie is Frau Tonis Parfum, which creates custom fragrances here in Berlin. www.friedrichstrasse.de, <https://www.frau-tonis-parfum.com>

BoxoffBerlin on Zimmerstraße offers visitors and lovers of all things Berlin the chance to pick up some original travel souvenirs, take a short break in the shop's café, and check out the changing exhibitions in its gallery. www.boxoffberlin.de/start.html

As it heads south of Unter den Linden, Friedrichstraße is lined with the premier car showrooms, boutiques offering exclusive fashions, and large temples of commerce devoted to luxury goods. The Friedrichstadtpassagen house the famous Parisian department store Galeries Lafayette, stocked with international designer clothing, accessories, jewellery, kitchen accessories, and a gourmet food department. The shop's glassed-in building designed by Jean Nouvel is worth a visit on its own right. Directly nearby, Gendarmenmarkt is home to The Corner Berlin, one of the world's hottest concept stores, offering a mixture of boutique, gallery and café. In addition to vintage clothing by Yves Saint Laurent and Chloé, international luxury labels and newcomer fashions, the store also offers cosmetics, accessories, furniture, technology and selected fashion and art books. www.galerieslafayette.de, thecornerberlin.de

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Near the Friedrichstraße S- and U-Bahn station, Dussmann is a self-titled "department store of culture" offering a huge selection of books and music over five storeys that can be browsed all day until the store closes at midnight. www.kulturkaufhaus.de/de/

An interesting shopping destination in trendy Mitte in the area around Hackescher Markt. The small galleries and fashion boutiques in and around the Hackesche Höfe offer distinctive fashions, striking shoes, jewellery and accessories, colourful knick-knacks, fun gift items from young designers from Berlin and around the world, and various food specialities made in Berlin. Eat Berlin presents itself there as home to the finest gourmet foods in the capital and sells a range of selected Berlin fare. Brand new in the Hackesche Höfe is the first flagship store for Sawade, Berlin's oldest chocolate maker. In the stylishly decorated shop, the company offers more than 400 types of chocolates made in-house. www.hackescher-markt.de, <https://www.eatberlinstore.de>, <https://sawade.berlin/#>

Mitte also offers plenty to explore off the beaten path, including smaller side streets between Oranienburger Tor, Hackescher Markt, and Rosa-Luxembourg-Platz with plenty of interesting galleries and fashion stores. Mulackstraße and Gipsstraße have become a mini-Soho in the heart of Berlin with their mix of local and international design. Both Alte and Neue Schönhauser Straße and Münzstraße have become prime locations for the flagship stores of young international brands, such as Leyla Piedayesh' Lala Berlin for high-end knitwear. Linienstraße runs parallel to Mulackstraße and is home to fashion labels like Kaviar Gauche and I'VR Isabel Vollrath, offering outfits that represent a mix of perfect craftsmanship and avant-garde sculptural elements often made from recycled materials. <http://lalaberlinlive.tumblr.com/>, <http://www.kaviargauche.com/>, <https://www.isabelvollrath.com/>

The small, but rather lovely fashion store Konk is located on Kleine Hamburger Straße and has become one of the top addresses for upscale and avant-garde Berlin fashion. Kaviar Gauche's collections are also available in this truly original shop. www.konk-berlin.de

Further east from Rosenthaler Platz towards Prenzlauer Allee, you'll find even more young labels that put the focus on urban fashions.

The Store is a new concept store at Soho House where men and women not only can buy luxurious outfits by Jil Sander and The Row, but also admire modern interior design by Berlin label New Tendency or legendary furniture pieces by Le Corbusier. The Store Kitchen, its restaurant, offers cold-pressed juices and delicacies that invite you to linger whilst browsing books, records, or magazines. Additionally, Cosmetics 27, Dr. Jackson, the Cheeky Parlour nail salon, and a barbershop for men round off the concept store's offerings. thestoreberlin.de/home/

There are other concept stores along Torstraße such as Happy Berlin and menswear shop Soto Store. https://www.instagram.com/happyshop_berlin/, <http://www.sotostore.com/soto-berlin/>

Furniture fans will also find many original pieces on and around Torstraße. In addition to various vintage design shops, there is the Rafael Horzon store offering bookcase modules with sleek, modern lines made to measure. http://www.modocom.de/m_horzon/moebelhorzon.html

The owners of Fundamental.Berlin on Ackerstraße produce highly original interior design pieces and accessories inspired by the Arts and Crafts movement. <https://fundamental.berlin>

Oona is an extraordinary jewellery gallery on Auguststraße that will thrill fans and collectors. The shop organises solo shows and also sells jewellery pieces by 22 designers.

Gallery owner Martin Mertens recently opened his MM shop in Tucholskystraße, presenting the art in home settings, combining antiques with contemporary art, and exhibiting pieces by young porcelain artists and the like.

Also worth seeing are the faithfully restored Heckmannhöfe between the former Postfuhramt and the synagogue on Oranienburger Straße. This ensemble of several courtyards eventually opens up onto Auguststraße and is home to small shops offering an unusual mix of design, culture, retail, and catering, including one devoted to sustainable fashion run by Berlin label Nix Design. The courtyards' new owner is busily reorganising this hidden jewel in the city and renting space to individual retailers. The Bonbonmacherei offers visitors traditional Berlin candies made right before their eyes. <https://www.nix.de/label/>, www.bonbonmacherei.de

Trendy Shopping in Berlin

The trendy Berlin style and the latest trends can be found miles away from these major centres of luxury in such places as the district of Prenzlauer Berg around Schönhauser Allee and Kastanienallee or around Boxhagener Platz in Friedrichshain. Kreuzberg's Bergmannstraße is a great place to shop for second-hand fashions, trendy accessories and urban sounds.

Prenzlauer Berg is home to numerous boutiques and has long been seen as ground zero for young designer fashion in Berlin. But Weinbergsweg, Veteranenstraße and Fehrbelliner Straße all have their own shopping highlights to offer. For example, Anna Franke and Janine Weber have set up shop here with their Majaco label and Femkit has its Modekonstrukt concept store in nearby Eberswalder Straße. The shop offers the entire Femkit collection, which consists mainly of clothes for the office, everyday life, wedding, or the next party. The elegantly feminine, retro looks are all made by hand in Germany. Not far away, Heimzucht offers fashion made in Berlin and original gifts from local designers. www.majaco-shop.de, femkit.de, heimzucht.de

The streets around Helmholtzplatz and near Kollwitzplatz are also home to a large number of trendy shops, including Wunderwerk, offering eco-fair fashion. Misses & Marbles in Raumerstraße, meanwhile, features homemade cakes and all sorts of things that make life that much more beautiful.. <https://www.wunderwerk.com>, www.misses-marbles.de

O3 Berlin is an innovative shop concept run by two young women. Berlin artists and designers can rent space here to get their works seen by the hipsters of Prenzlauer Berg or tourists from around the world. Only products designed by the artists and designers themselves are sold here,

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including funny and crazy tschotchkes for decorating your home or to wear or give as gifts.

www.o3-berlin.de

In 2017, Flagshipstore in Prenzlauer Berg's Oderbergerstraße will be marking its tenth anniversary. The shop features the highlights from the collections of 30 emerging labels, mostly from Berlin. It focuses on ethical and fair production of the pieces it sells. In addition to its in-house brand Hazelnut, other brands represented include Betty Bund. www.flagshipstore-berlin.de

Marienburger Straße is home to Wertvoll Berlin, a sustainable concept store offering everything one could want in terms of fashion, accessories and gift items, all either fair trade, made of ecological materials, or hand-crafted. www.wertvoll-berlin.com

Bustling Bergmannstraße in Kreuzberg and nearby Mehringdamm offer plenty of junk and antique shops, second-hand fashion, and smaller, individual shops with unique fashions and funky accessories. In the vintage section at Kleidermarkt, you can even buy clothes by the kilo. kleidermarkt.de

Hallesches Haus opened in 2015 very close to Tempelhofer Ufer. It is home to a café and shop selling home and kitchen accessories from in-vogue Berlin labels together with health foods. The urban garden in the building's courtyard is also an attractive place to linger in the summer months.

Oranienstraße and the Wrangel neighbourhood are other areas in multi-cultural Kreuzberg that offer good shopping options. Voo Store, for example, features hip designer clothes with a certain industrial ruggedness from its shop in rear courtyard that looks a bit like the aftermath of a hard night's partying. The shop also features pieces by designer Malaika Raiss, whose label has been an indispensable part of the Berlin fashion scene since its founding. Another exciting concept is now on offer by second-hand shop UKO which now also specialises in exclusive vintage pieces. www.vooberlin.com, www.uko-fashion.de

Sustainable fashion is finding a home in Neukölln, too, for example at Möon, a concept store offering sustainably produced accessories and fashion since 2014. Wesen is a shop for organic fashion, featuring the two labels Format and Tresches, whose designers work in adjoining rooms. www.moeon.de, <https://www.wesen-berlin.com/>

NEMONA is a fashion incubator and network for fashion and tailoring in Berlin-Neukölln made up of approximately 150 fashion designers and fashion producers and related trades. The network is unique and has been helping professionals expand their business and embrace new business models for the future. NEMONA is supported by the fashion industry project of Unternehmen Neukölln. One of them is the menswear label Blank Etiquette on Skalitzer Straße in Neukölln, making urban styles in limited editions of only 50 pieces each. Blank Etiquette is also available in Kreuzberg's AA collected on Schlesisches Tor, a new concept store that is also a studio and shop for the designers working there. <http://blank-etiquette.com>, <http://www.aa-collected.com/>

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Raki is a stylist, fashion, and costume designer with a shop on Emserstraße in Neukölln. Her work experience varies from editorial styling to costumes for advertisements, music videos, theatre, and cinema. She takes her inspiration from these experiences and combines new textiles and pattern to create one-of-a-kind pieces for both men and women. <http://rakibcn.com>

TA-STE offers a fusion of futurism, classics, and playing with volume. Designer Tanja Steuer uses her flamboyant style to create exceptional and unique fashions designed to be highly wearable. All of the pieces are designed by hand in Berlin. <https://tanja-steuer.com>

Berlin as a Centre for Fashion

Berlin stands up to its competition in the fashion industry, too. With numerous fashion shows, the German capital attracts trendsetters from all over the world twice a year to Berlin Fashion Week. The Fashion Week is the meeting point for buyers, retailers and press representatives from the textile industry. The Premium, the street-wear fair Bright, and the New Yorker Trade Show (capsule) let fashion enthusiasts explore the current trends at different venues. www.fashion-week-berlin.com

Berlin also features its green fashions at shows at Showfloor Berlin, the Lavera Showfloor, the GREENshowroom and the Ethical Fashion Show. The latest collections from around the world are featured on the catwalks of the Mercedes Benz Fashion Week at the Brandenburg Gate. During Fashion Week, all of Mitte turns into a public showroom with mile upon mile of different fashion and design exhibitions. www.green-showroom.net, www.ethicalfashionshowberlin.com

The fashion show Panorama also presents international labels from its new location at Messe Berlin. As a new platform for market-relevant, high-end brands, Panorama seeks to close the gap between designer labels, young avant-garde, sports and streetwear brands. It features a portfolio of trendy, but serious collections with the full range of entry level to high-end price points. www.panorama-berlin.com/de/

One promising project is the Berlin Modesalon, initiated by Christiane Arp, editor of German Vogue, and Marcus Kurz, managing director of the NOWADAYS creative agency. The goal is to support Berlin's fashion industry by offering an exclusive selection of pieces by Berlin-based designers in the Kronprinzenpalais. The fashion fair Bread & Butter, meanwhile, is held at the Arena in Berlin's Treptow district. derberlinermodesalon.com, www.breadandbutter.com

Up-and-Coming in Menswear

Menswear is also a hot topic in Berlin. From haberdasheries to concept stores and shops offering androgynous looks, men have a wide range of choices from classic to stylish. Soto is one of the trendy concept stores in Berlin's Mitte district. The three men who own and operate the shop on Torstraße are specialists in the trade and offer *exactly* what they themselves like to wear. Their goal is to offer fashion that makes the modern man. Labels like Barbour, BLK DNM, Dries Van Noten, Acne, Kenzo, Aspesi, and Baxter of California are on offer here, but also the likes of Nike and hand-crafted pieces from Mark McNairy's. www.sotostore.com

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Darkland Berlins Herrenmode on Heidestraße offers ultra-modern menswear from a number of labels. Currently, the shop is featuring clothing and shoes design by Boris Bidjan Saberi, but its fixed repertoire also includes highly-coveted cool and high-end labels such as Demeulmeester, Cedric Jacquemyn and Y/Project. www.darklandsberlin.com/site/

Frank Leder, originally from Nuremberg, has set up his studio in an old Charlottenburg building to show and sell his designs inspired by outdoor stories, miners, gymnasts, carpenters, and other working blokes. Materials such as German leather, felt, and loden from the Bavarian Forest play a leading role in his collections. www.frank-leder.com

Designers across the city are hard at work taking menswear to the next level. One name that has come up more and more often recently and at Berlin Fashion Week is August, run by Magdalena Kohler and Josephin Thomas. The two women design two menswear collections each year offering a diverse selection of eight garments and accessories. Coming up with new techniques also make the concept exciting: batik, fabric painting, paper debris, and marbling give the mix of reproductions and unique items a highly varied appearance. The collections are also produced fairly and sustainably from organic materials. In Berlin they can be found at Rotation Boutique in Mitte, among other locations. Bespoke tailors are experiencing a revival of interest in their craft. For example, Purwin & Radczun have recently opened a new studio on Tempelhofer Ufer in Kreuzberg. www.augustaugust.de, purwin-radczun.com

Jennifer Brachmann, originally from Halle and very much the darling of the style gurus, has opened her first showroom on Charlottenburg's Danckelmannstraße. Brachmann cites architecture as her inspiration for her playful picking-and-choosing of details that go into modern, opulently packaged classics. Sustainable design combined with high-end materials is her motto and men with an emancipated sense of style are her target audience. jenniferbrachmann.com

Vintage

Anyone lucky enough to be in Berlin on the weekend should definitely visit one of the flea and design markets. Recommended are those at the Mauerpark in Prenzlauer Berg or on Boxhagener Platz in Friedrichshain. Also worth visiting are the new design markets Moderummel, Neuköllner Stoff, and Nowkölln. www.neukoellner-stoff.de, www.nowkoelln.de

Berlin is also home to countless second-hand and vintage shops, often in the Mitte and Prenzlauer Berg districts. Sommerladen on Linienstraße in Mitte offers brand-name clothing from current collections on consignment from people in the music and fashion scenes. This is a great spot to get a gently used piece of Vivienne Westwood or Martin Margiela at a significantly lower price. Soeur in Marienburger Straße is another good place for name-brand vintage fashion. <http://soeur.tumblr.com>

Kleidermarkt on Alte Schönhauser Straße is another hot spot for first-class second-hand fashion, including designer clothing from the 1960s to 1990s. The rock'n'roll department store Class of Berlin at Große Hamburger Straße 19a, meanwhile, offers the looks of the 1950s. Located in the

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oldest house still standing in central Berlin, the shop features two floors of retro fashion, denim, accessories, music, books, pomade, and the largest stock of vintage treasures from the 1930s to the 1960s. www.classofberlin.com

Das Neue Schwarz, at Mulackstraße 37 in Mitte, offers vintage looks by selected designers such as Yves Saint Laurent and Paul Smith. In addition to fashion, the shop carries home accessories, such as candle holders, dishes, and furniture. www.dasneueschwarz.de

Another highlight is Garments Vintage Clothing at Stargarder Straße and Linienstraße, featuring designer fashion for women that were once worn in film and television productions. There are also some high-quality vintage shops in City West: Menzel&Menzel, for example, has been a classy second-hand shop for more than 20 years, featuring outfits once owned by celebrities and aristocrats. www.garments-vintage.de/garments.html, www.menzel-menzel.de

Specials

tausche Taschen offers bags that are contemporary, functional, and even reference current affairs with more than a hundred different covers that can be zipped on and off as the fancy strikes you. In addition, functional inserts equip the nine basic models for any occasion, providing organisation, protection, and reminders. The tausche shop is located on Raumerstraße in Prenzlauer Berg. www.tausche.de

Torstraße is home to the iconic brutto gusto, offering vintage vases by renowned designers, selected floral arrangements, and temporary exhibitions that bridge design and art. www.bruttogusto.berlin/de/

Kauf Dich glücklich is the perfect place to shop for junk, jewellery, sunglasses and toys from the 1950s to 1970s, topped with ice cream and homemade waffles. A similar symbiosis can also be observed in its smaller outfit at Glücklich am Park where ice cream parlour melts into a fashion store offering trendy labels like Lucid 21. www.kaufdichgluecklich-shop.de

Where to find more shopping trips

For those who want to immerse themselves in the wide-ranging shopping experiences offered by Berlin, GoArt!, art:berlin, and Berlinagenten offer guided tours to the exciting world of Berlin fashion. www.goart-berlin.de, www.artberlin-online.de, www.berlinagenten.de

Shop till you drop

Berlin also allows shops to open and do business on certain Sundays of the year from 1 to 8 pm:

7 May 2017: Berliner Theatertreffen

3 September 2017: IFA Berlin 2017

1 October 2017: Day of German Unity

6–15 October 2017: Festival of Lights

2–5 November 2017: Jazzfest Berlin

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from 1 December 2017: 50+ Christmas markets

3 December 2017: First Sunday in Advent (4 Sundays before Christmas)

17 December 2017: Third Sunday in Advent (2 Sundays before Christmas)

Some shops at Berlin's central station are also open on Sundays. On the station's first floor, you can even purchase tasteful souvenirs and design from Berlin 24/7 from the Berlinomat, the world's first design/gift vending machine. Other machines are also at Terminal C at Tegel Airport after the security checkpoint and right in front of the main entrance of Galeries Lafayette on Friedrichstraße.

Shopping malls in the city centre:

Alexa, www.alexacentre.com

Mall of Berlin, www.mallofberlin.de

Potsdamer Arkaden, potsdamerplatz.de/potsdamer-platz-arkaden/

More information can be found at visitBerlin.de.

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