



# Shopping

Capital of trends

# Shopping in Berlin

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### Berlin – setting the tone for fashion

From malls to department stores, shopping streets and neighbourhood outlets – if your idea of heaven is leisurely shopping, then Berlin is your city. Here, you can find an irresistible array of shop-till-you-drop locations, from exclusive designer fashion to second-hand vintage pieces. The fashion scene is as diverse as the city itself – and for a refreshing break, Berlin's wide range of markets are packed with tempting delicacies from across the world.

### Upscale shopping in Berlin's City West

On City West's Kurfürstendamm boulevard down from Olivaer Platz, you find a string of luxury outlets from Bulgari to Chanel and Valentino. Lined by magnificent traditional town houses and showcases on the wide pavements, this magnificent boulevard is perfect for exploring the shops. Heading east down Kurfürstendamm (known as Ku'damm to locals), you'll find the Kaiser Wilhelm Memorial Church and the Berlin Zoo – and in between BIKINI Berlin, Germany's first concept mall. With three floors of fashion, lifestyle products, eateries and pop-up stores showcasing young designers, BIKINI Berlin is an irresistible magnet for trendy, sophisticated fashionistas. In this area of town, a visit to the legendary Kaufhaus des Westens, or KaDeWe for short, is *de rigueur* as fashion fans say. Stroll the ground floor Luxury Boulevard before relaxing with gourmet food in the seventh floor Wintergarten with its stunning views. [kurfuerstendamm.de](http://kurfuerstendamm.de), [bikiniberlin.de](http://bikiniberlin.de), [kadewe.de](http://kadewe.de)

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### The best in neighbourhood shopping

Berlin is renowned for its different neighbourhoods, the best places to explore that typical Berlin lifestyle and the latest trends. In the streets around Hackescher Markt in Mitte, fashion boutiques are packed with young international brands and the hippest from local designers. Here, it's easy to find a welcoming coffee shop, like the KaffeeMitte, for a relaxing break. In the Prenzlauer Berg neighbourhood, you'll also find a vibrant mix of small boutiques, quirky design outlets and art galleries to stroll and explore. Don't miss the Kauf Dich Glücklich café and fashion store in Oderberger Straße – now advanced to the status of a Berlin institution. For an eclectic mix of everything from vintage and young fashion to second-hand records and household goods, check out the many small stores in Bergmannstraße and Oranienstraße in Kreuzberg – and look forward to hours of fun! [hackescher-markt.de/berlin/shopping/mode/](https://hackescher-markt.de/berlin/shopping/mode/), <http://kaffeemitte.de>, [kaufdichgluecklich-shop.de](http://kaufdichgluecklich-shop.de), [herrlich-berlin.de](http://herrlich-berlin.de)

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### Everything under one roof

If your idea of shopping is comfort and convenience, then head for Berlin's department stores and shopping centres. The Galeries Lafayette on Friedrichstraße, with its selection of stylish French fashion and a gourmet food hall, is a definite must. The light-flooded architecture, designed by Jean Nouvel, has long made this elegant flagship store a magnet for shoppers. At Leipziger Platz, the Mall of Berlin, the city's second largest shopping centre, is home to a wealth of outlets for fashion and interior design, electronics and a range of cafés and restaurants. For a shopping experience of a different kind, discover the treasures in Das Schloss in Steglitz. There, between gold, stucco and elaborate light projections, you can explore four floors of retail stores and restaurants. For bargain hunters, it's hard to beat the Designer Outlet Berlin, with its great offers all year round, and many international brands up to 70% cheaper. [galerieslafayette.de](https://www.galerieslafayette.de), [mallofberlin.de](https://www.mallofberlin.de), [dasschloss.de](https://www.dasschloss.de), [outlets.mcarthurglen.com/de/de/designer-outlet-berlin/](https://www.outlets.mcarthurglen.com/de/de/designer-outlet-berlin/)

### Exploring trends at the Berlin Fashion Week

As a fashion capital, Berlin stands first and foremost for young design and innovative ideas. The city's lifestyle inspires designers from across the world. Apart from street and urban wear, the key trends are sustainability and green fashion – with textiles from eco-fair production. The area of future fashion is also increasingly important. Fashion companies are opening up for the potential of digital technologies and producing, for instance, new smart wearables and accessories. The world of fashion is also watching developments in Berlin during the city's Fashion Week, with its wealth of fashion shows and exhibitions, as well as trade fairs and public shows. [fashion-week-berlin.com](https://www.fashion-week-berlin.com)

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### Delve into Berlin's maze of markets

Berliners love their markets – from cool craftwork to farmers' and flea markets, plus an array of market halls. But they all share the bustling atmosphere and range of tempting stalls making Berlin's markets so much fun. Here, you find everything from fresh and regional to street food, fashion and arts and crafts. For organic produce, check out the impressive weekly market at Boxhagener Platz. The crowds at the Hackescher Markt are more into gourmet food and the arty side of life. If shopping in historic halls is your thing, then don't miss Berlin's market halls. In the Kreuzberg district, the Markthalle Neun market hall, already 120 years old, focuses on regional and organic produce. In Moabit, the heritage building housing the Arminius Market Hall combines traditions with new ideas, with a stunning selection of fresh produce, street food, and craftwork. Berlin also boasts its share of flea markets for arts and crafts. The city's oldest and largest flea market along the major boulevard Straße des 17. Juni boasts antique stalls, bric-a-brac and souvenirs galore, while the Mauerpark market is renowned for its stalls selling anything and everything, accompanied with global street food for your refuelling stops!

[boxhagenerplatz.org](http://boxhagenerplatz.org), [markthalleneun.de](http://markthalleneun.de), [arminiusmarkthalle.com](http://arminiusmarkthalle.com), [flohmarktimmerpark.de](http://flohmarktimmerpark.de)

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## More research information

Find more details and tips on shopping in Berlin here:

[visitBerlin.de/en/shopping](https://visitBerlin.de/en/shopping)

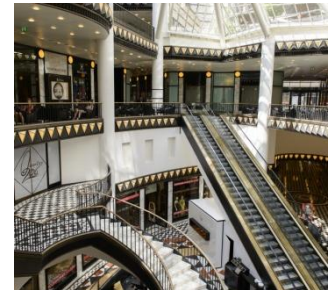
### More details and personal tips:

- › All under one roof – department stores and malls → [visitBerlin.de/en/department-stores-shopping-centres](https://visitBerlin.de/en/department-stores-shopping-centres)
- › Browse Berlin's fabulous markets → [visitBerlin.de/en/markets](https://visitBerlin.de/en/markets)
- › Bargains galore in Berlin's outlet stores → [visitBerlin.de/en/outlets](https://visitBerlin.de/en/outlets)
- › Berlin souvenirs → [shop.visitBerlin.de/en/souvenirs.html](https://shop.visitBerlin.de/en/souvenirs.html)
- › Where to shop on Sundays → [visitBerlin.de/en/sunday-shopping](https://visitBerlin.de/en/sunday-shopping)
- › Accessible shopping → [visitBerlin.de/en/shopping-accessible](https://visitBerlin.de/en/shopping-accessible)
- › Berlin's most extraordinary shops → [visitBerlin.de/en/blog/top-11-extraordinary-shops-berlin](https://visitBerlin.de/en/blog/top-11-extraordinary-shops-berlin)
- › Luxurious Berlin → [visitBerlin.de/en/deluxe-berlin](https://visitBerlin.de/en/deluxe-berlin)
- › Fashion and design from Berlin → [visitBerlin.de/en/fashion-design](https://visitBerlin.de/en/fashion-design)
- › The most popular shopping streets → [visitBerlin.de/en/shopping-streets](https://visitBerlin.de/en/shopping-streets)
- › Discover the latest trends → [fashion-week-berlin.com](https://fashion-week-berlin.com)
- › Check out ready-to-wear men's styles in Superconscious → [superconscious.de](https://superconscious.de)
- › Green Fashion Tours Berlin → [greenfashiontours.com](https://greenfashiontours.com)
- › Weird and wonderful gifts from Berlin's Erfinderladen (inventor's store) → [erfinderladen-berlin.de](https://erfinderladen-berlin.de)
- › Explore experimental art in the Neurotitan shop & gallery → [neurotitan.de](https://neurotitan.de)
- › Hand-crafted patterned furniture at MusterMöbel → [mustermoebel.com](https://mustermoebel.com)



# Pictures

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