

Press Release, February 2010

Shopping in Zürich

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Media contact

Zürich Tourism
Daniela Strobel
Stampfenbachstrasse 52
Postfach
CH-8021 Zürich

Tel. +41 44 215 40 10
Direct Line +41 44 215 40 82
Fax +41 44 215 40 99
daniela.strobel@zuerich.com
www.zuerich.com

Images

www.swiss-image.ch, login picture database (Username: zuerich, Password: town)
media.zuerich.com/portal/presse (Username and Password on request, Contact: Daniela Strobel, daniela.strobel@zuerich.com)

Film material

www.zuerich.com/en/page.cfm/filmmaterial (Username and Password on request, Contact: Daniela Strobel, daniela.strobel@zuerich.com)

Informational literature

Zürich Tourism
Tourist Service in Zürich Main Station
Postfach
CH-8021 Zürich

Tel. +41 44 215 40 00
Fax +41 44 215 40 44
information@zuerich.com
www.zuerich.com

Hotel reservations

hotel@zuerich.com
www.zuerich.com/hotel

Tel. +41 44 215 40 40
Fax +41 44 215 40 44

Information about the shopping destination of Zürich and the Shopping Card

On www.zuerich.com/goshopping, you and your readers will not only find extensive information about the shopping destination of Zürich, but also a downloadable map with shopping tips, as well as details about the shopping route, and guided shopping tours.

For tourist information:

Zürich Tourism, Tourist Service in Zürich Main Station, CH-8021 Zürich
Tel. +41 44 215 40 00, Fax +41 44 215 40 44, www.zuerich.com

Shopping in Zürich

From luxury to international brands, traditional businesses and urban Zürich labels – shopping in Zürich inspires both lovers of exclusive items and the fashion conscious. ‘Lädele’ is what Zürich residents call strolling through the many diverse districts of the city to shop. You can stroll through pulsating Bahnhofstrasse with its international reputation for excellence, in a picturesque old town with over 2,000 years of history on the banks of the River Limmat, or among the trendy districts of Zürich-West and Aussersihl.

Bahnhofstrasse: luxury shops and international brands

The world-famous shopping precinct was created following the construction of Zürich Main Station on the very site where 150 years ago the city’s fortified moat was located. 1.4 kilometers in length, it connects Zürich Main Station to Lake Zürich. Department stores, boutiques and jewelry shops are strung together like pearls on a chain. Exclusive fashion and accessories are available - for instance at Bongénie Grieder, Swiss luxury fashion and leather goods at Bally, and watches and jewelry at Bucherer or Türlér. And the further along Bahnhofstrasse you go in the direction of Lake Zürich, the more exclusive the shops become. Here, people even stroll on Sundays when the shops are closed, to indulge in some window shopping. From Bahnhofstrasse, Rennweg and Augustinergasse lead to the picturesque old town. For more information: [press release «Luxurious Zürich»](#); [Bahnhofstrasse](#)

Old town: where trends meet tradition

In Zürich’s old town, trends meet tradition: here you will find tradesmen, antique dealers, bookshops and florists alongside trendy shops, jewelry shops, Zürich labels and hairdressers. This combination of many different specialist shops, which can only be found here, makes the old town a unique shopping district. Traditions are maintained to this day in many of the businesses. Over 140 years old, the family business Schwarzenbach Kolonialwaren (groceries) is no exception. Once you enter this store, you will feel you are back in the good old days. The shop still has the original furnishings, with a scent of spices and fruit from all over the world, and of freshly roasted coffee. In sharp contrast are the numerous trendy shops contributing to the diversity and unique character of the shopping precinct in Zürich’s old town. The Time-Tunnel is a good example of this: here the fashion conscious can find second-hand designer objects, or have their hair cut at the hairdressers. On the opposite bank of the River Limmat is situated one of the city’s oldest districts. The Schipfe is still dominated by tradesmen today, and you can often obtain expert advice from the specialist or artist in person, whether a goldsmith or wood carving specialist. Schweizer Heimatwerk (Swiss souvenirs) also has a branch in Schipfe where only Swiss-made arts and crafts are on offer. The Zürich label Alprausch, based nearby in Werdmühleplatz, reinterprets traditional Swiss subjects in trendy street-wear and ski-wear. And along Strehlgasse and Storchengasse, in Gassen and Wühre, you will find boutiques with exclusive fashions.

Zürich-West and Aussersihl: urban Zürich labels which will impress you

Zürich labels are often to be found where you would least expect them. In Zürich, creative ideas are routinely put into practice and welcomed with open arms. The creative sector in Zürich is booming. This is particularly evident in the trendy districts of Zürich-West and Aussersihl, where creative people have taken up residence – among other places, in former factories. New galleries, restaurants, bars and clubs are opening all the time. Textile and furniture designers, jewelry makers and fashion designers, architects and graphic designers all have their studios or shops here. The closer you get to Langstrasse, the more fabulous and colorful it becomes: the multicultural street is home to people from over 110 different countries. Right next to it is Fabric Frontline, which continues Zürich's silk tradition dating back to the 13th century. However, designer Ida Gut and the Swiss-style label Beige also have their businesses nearby. Exclusive and unique fashion is available from Tran Hin Phu, one of Switzerland's most famous fashion designers. And the legendary Freitag bags are on sale at a Zürich-West tower. With 17 rusty shipping containers stacked on top of each other holding 1,600 bags and accessories, this is the world's biggest selection of 'individual recycled freeway bags.' Interested parties can obtain an overview of the Zürich labels at the 'Saus und Braus' shop, for example, which offers only Swiss labels. Or at the design events Kreislauf 4 and 5 in the spring, and at the 'Blickfang' in the Kongresshaus Zürich in the fall.

For more information: [press release Zürich-West](#); [press release Design](#)

Department stores and shopping centers

In Zürich's department stores, you will find anything your heart desires. The Jelmoli department store, which opened in 1899, is not only the oldest in Zürich, but is also the largest shop-within-a-shop department store in Switzerland. It has more than 1,000 established businesses on seven floors offering over 250,000 products. In the basement, Jelmoli also runs the Gourmet-Factory, which offers takeaways consisting of selected specialties from all over the world. It is less than two minutes on foot to the Globus department stores – which also has a delicatessen – Manor, Migros City and St. Annahof.

For more information: www.jelmoli.ch; www.globus.ch

You can shop centrally and 365 days a year in Zürich Main Station. ShopVille-RailCity Zürich has an extensive range of services and shopping opportunities on offer, with more than 135 businesses. Here, you will find anything your heart desires in one central location – even on Sundays and public holidays. It is also possible to shop 365 days a year at Zürich Airport. Airport Shopping is home to about 60 shops and a wide range of service providers.

Once they have passed through passport control, travelers have 50 more shops to enjoy: passengers can buy duty-free goods here and take advantage of the savings over normal retail outlets. For more information: [ShopVille-RailCity Zürich](#); [Zürich Airport](#)

The Sihlcity shopping center in South Zürich contains 80 shops, set against a unique architectural backdrop blending tradition and innovation. There are also restaurants, bars, cafés, cinemas, a cultural center, club, hotel, health and wellness area, service areas, and

apartments. The Glatt shopping center in Wallisellen is comparable to Sihlcity with two department stores, 90 specialist shops, 4 home improvement centers, restaurants and bars. For more information: www.sihlcity.ch; www.glatt.ch

Food and specialty markets

Various markets are held every week in Zürich. The most famous one is probably the specialty market in the massive entrance hall of Zürich Main Station. Every Wednesday from 10 a.m. to 8 p.m., market traders from all over Switzerland offer their delicacies: from Puschlav bread to Persian fruit. The best flowers and vegetables can be bought every Tuesday and Friday from 6 a.m. to 11 a.m. at the market near Bürkliplatz, or every Monday from 6 a.m. to 11 a.m. and every Saturday until 12 noon in Marktplatz in Oerlikon. More flower and vegetable markets are held in Helvetiaplatz and on the Rathausbrücke bridge. Collectors of kick-knacks, lovers of antiques, and bargain hunters will find these at the flea market in Bürkliplatz. It takes place every Saturday from 8 a.m. to 4 p.m. from May to October. At the Kanzlei flea market, up to 400 vendors offer all types of second-hand goods every Saturday in the year between 8 a.m. and 4 p.m.

Christmas markets and Christmas shopping

During Advent in December, four Christmas markets are held in Zürich. The Christkindlmarkt in Zürich Main Station is the biggest covered Christmas market in Europe. Over 170 decorated market stalls inspire visitors with ideas for presents and in the Bahnhofshalle (train shed), more than 7,000 Swarovski ornaments glitter on a single Christmas tree. The Christmas market in the old town has a long tradition and is the oldest one in Zürich: the market stalls extend from Niederdorfstrasse across Hirschenplatz to the Rosenhof.

The city's Christmas market in Zürich's Bahnhofstrasse makes visitors' eyes shine. And at the Singing Christmas Tree, with singers' podiums in the shape of a Christmas tree, Zürich's newest and smallest Christmas market in Werdmühleplatz charms visitors. Besides the Christmas markets, the districts Bahnhofstrasse, old town, Zürich-West and Aussersihl also offer a wide choice for Christmas shopping. In November and December, Zürich businesses are also allowed to open on a maximum of four Sundays; the shops are normally closed on Sundays in Zürich.

For more information: www.zuerich.com/christmas

Gifts for your loved ones at home

Swiss products stand for top quality, some having become classic gifts: the most popular are Swiss pocket-knives, chocolate, and cheese. Anyone who wants to take something unique home with them should consider Zürich silk accessories from Fabric Frontline or an urban Zürich label item. Traditional Swiss arts and crafts are available from the Heimatwerk, among other places. However, those who would prefer to take a taste of Zürich home with them cannot go wrong with Luxemburgerli, Champagne truffles, chocolate, or cheese. Moreover, during the Christmas period, Züri-Tirggel – honey cookies with different motifs, which have become a traditional Zürich specialty – make a good present for your loved ones at home. Another special souvenir is the ZH2O water bottle, in which you can give your loved ones

original Zürich water of the finest quality. The Tourist Service in Zürich Main Station has souvenirs on offer, whether pocket-knives, ZH2O water bottles, T-shirts, or postcards. It also has an advice and hotel reservation service and ticket office there.

For more information: [Webshop of Zürich Tourism](#); www.heimatwerk.ch; www.kreislauf4und5.ch

Swiss chocolate and Luxemburgerli

Swiss chocolate is exquisite and world-famous. In Zürich, Sprüngli, Teuscher, Schurter, Vollenweider and Honold are known for their top quality chocolate and sweet delicacies.

This is how Sprüngli makes the legendary Luxemburgerli: the small baked goods which come in different flavors have made a name for themselves as popular gifts to take home. Teuscher is known for its fine Champagne truffles and Vollenweider for its Giraffentorte (giraffe cake). A visit to the Merkur store in Bahnhofstrasse is also particularly worthwhile, because apart from selling chocolate, they also let you watch the production process in the cake shop. For more information: www.spruengli.ch; www.teuscher.com; www.merkur.ch; www.vollenweiderchocolatier.com

Art shopping

Zürich is among the world's most popular cities for art dealers. A typical feature of Zürich is the density of galleries. Surrounding the artistic hub of Rämistrasse, galleries are just a few minutes on foot apart – and in the former Löwenbräu brewery grounds, right next door to each other. In the Galerie Bruno Bischofberger, works by such great artists as Andy Warhol, Jean-Michel Basquiat and other big names in pop art are on display. Peter Kilchmann is considered a star among the young gallery owners in the Zürich art scene, offering exciting avant-garde art. Whereas Bob Van Orsouw focuses on up-and-coming artists, Hauser & Wirth exhibit works by first-rate artists like Pipilotti Rist and Paul McCarthy. Eva Presenhuber represents such big names as Ugo Rondinone and Urs Fischer – international rising stars and talented young Swiss artists. And the Galerie Gmurzynska attracts fans of Russian avant-garde art in Paradeplatz. Zürich is home to more than 100 galleries, and branches of Christie's and Sotheby's auction houses. For more information: [press release Art and Architecture](#)

Trip to the region combined with a shopping spree

A trip to the Zürich region can be combined perfectly with a shopping spree. In the cultural city of Winterthur, 16 exhibitions are vying for the attention of visitors: art, nature, history and technology dominate the museum scene here. The Oskar Reinhart collection 'Am Römerholz' is highly respected for its world-famous works. The Fotozentrum Winterthur provides a unique historical and contemporary overview of both Swiss and international photography. And in the Technorama Winterthur, the only Science Center in Switzerland, visitors can experience science for themselves. Furthermore, Winterthur's old town is home to the largest continuous pedestrian precinct in Switzerland, in which specialist shops and department stores are the perfect places for shopping. For more information: www.winterthur-tourismus.ch

A picturesque mountain and lake backdrop make the city on Lake Zug an attractive destination for excursions. Zug is very close to nature: very popular activities include boat rides on Lake Zug, trips to Zugerberg mountain, and excursions to the very impressive Höllgrotten (stalactite caves) in Baar. Zug also has a surprisingly beautiful lake promenade and top-quality shopping opportunities: watches and jewelry are available at Lohri and Rösselet or luxury fashion at Varel. For more information: www.zug-tourismus.ch

Baden also has a thriving cultural scene. However, the city is more famous for its thermal springs. In no other place in Switzerland is the thermal water as rich in minerals as it is here. Every day, around 1 million liters of this mineral-rich water bubbles from 18 springs. Visitors are presented with a wide range of recreational activities: for instance, at Novum Spa Limmathof Baden AG, ThermalBaden or Fitnesspark Hamam Baden. Moreover, wellness can also be combined perfectly with shopping in this city of baths: along Badstrasse and surrounding Löwenplatz are businesses with some especially creative ideas. For more information: www.baden.ch

In the Rapperswil-Lake Zürich region, sport and exercise are on the program: whether hiking, bicycling, inline skating, water skiing or tobogganing. A trip to Rapperswil-Jona can also be combined perfectly with a boat ride on Lake Zürich.

Here visitors will discover a medieval old town, a beautiful lake promenade, an imposing castle with a Polish Museum, Knie's petting zoo, the longest wooden bridge in Switzerland and shopping opportunities against the backdrop of the picturesque old town.

For more information: www.zuerichsee.ch

Shop opening hours

In the Zürich region, shops are generally open from Monday to Friday between 9 a.m. and at least 6.30 p.m., with late shopping once a week. In the city center of Zürich and in some shopping centers, you can shop until 8 p.m. on weekdays. On Saturdays, the shops in Baden and Zug close at 4 p.m., in Rapperswil-Jona and Winterthur at 5 p.m. and in the center of Zürich at 6 p.m. On Sundays and public holidays, when the shops are closed, you can shop in RailCity in Zürich Main Station, at Zürich Airport and in some shops in Rapperswil-Jona.

For more information: www.zuerich.com/goshopping