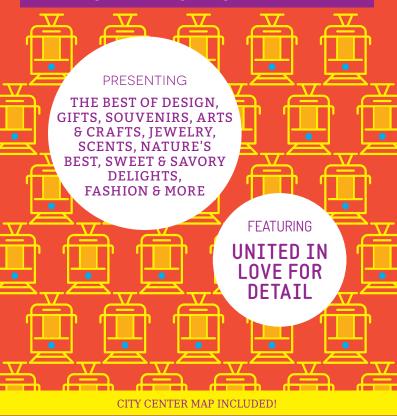
# design GUIDE

THE BEST PLACES TO SHOP IN ZAGREB



AUGUST - OCTOBER 2017

your personal copy



OYSTER PERPETUAL

#### COSMOGRAPH DAYTONA





Ljudevita Gaja 4 HR-10000 Zagreb T+385 (0)1 487 0700 info@peromamic.com www.peromamic.com

## INSIDE THE GUIDE

#### **STANDARDS**

- 4 IMPRESSUM
- 5 FDITOR'S LETTER
- 6 WELCOME TO ZAGREB City tour & shopping spree
- 8 GENERAL FACTS
- 9 SEGWAY CITY TOUR & ESCAPE ART ROOM
- 12 A GUIDE FOR HAPPY SHOPPING Tips and tricks when shopping in Zagreb
- 29 DISTRIBUTION PARTNERS Find out where to pick up your personal copy of IDG
- 30 STORE LISTING & MAP For simple navigation and easy store search

## PRE-SENT-ING

#### **FEATURE**

10 UNITED IN LOVE FOR DETAIL Interview with Croatian designer Anamarija Brkić for A'marie fashion brand and Pero Mamić official Rolex and Tudor retailer

#### 14-28

THE BEST OF DESIGN, GIFTS, SOUVENIRS, ARTS & CRAFTS, STUNNING JEWELRY, IRRESISTIBLE SCENTS, NATURE'S BEST, SWEET & SAVORY DELIGHTS, FASHION & MORE



#### **EDITOR IN CHIEF**

Christian Petersen Silvija Tadić

#### SALES & MARKETING Silviia Tadić

ADVERTORIALS
Christian Petersen
Silvija Tadić
Contractors

#### DESIGN, LAYOUT & MAP

The Agency www.3vtheagency.hr

#### PHOTOGRAPHY

Ownership of contractors

#### **IMPRESSUM**

ISSUE NUMBER 14
PUBLISHED QUARTERLY

#### **PUBLISHER**

TRES MEDIA d.o.o. Božidara Adžije 22/1 HR – 10000 Zagreb

T - +385 (0)1 4833 109 F - +385 (0)1 4833 109

www.insightdesignguide.com info@insightdesignguide.com















#### COVER STORY

The cover motif is the Zagreb tram. The Zagreb Electric Tram (ZET) runs the Zagreb tram network and it consists of 15 daily and 4 all-night lines in Zagreb, operating on 116 km (72 mi) of train tracks. In 1891, Zagreb got the first horsecar tramline and in 1910, the first electric tram started running.

In total, there are 19 lines: 15 daily (from 1-9, 11-15, 17) and 4 all-night lines (31-34) which run approximately every 40 minutes. There are 256 stations and over 204 million of passengers annually. You can buy a tram ticket at most of the city's kiosks, as well as in the vehicles themselves. The price for a 30-minute ride is 4 kn (0,5  $\in$ ) and the daily ticket is 30 kn (4  $\in$ ).

#### LEGEND

**ADDRESS** 

**Q** LOCATION ON MAP

▼ TELEPHONE

✓ WEB SITE

✓ INSTAGRAM

f FACEBOOK

• WORKING HOURS

⊕ PRICE RANGE

\$ - cheap

\$\$ - affordable

\$\$\$ - mid-high

\$\$\$\$ - high

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### EDITOR'S LETTER

#### **DEAR VISITOR**

This summer seems to be a bit hotter than previous ones - not just in temperature, but also in the ever-expanding offer of locally sourced and created products. Take your time to stroll through this vibrant city center and explore what Zagreb has to offer, we promise you won't be disappointed. After all, it is the craftsmen of the city that have made and continue to make Zagreb the upcoming European city to visit.

In this issue's interview, we introduce Anamarija Brkić, an innovative fashion designer with an eye for detail. She uses modern, ecologically conscious, breathable fashion that will make the summer heat a more comfortable and pleasant experience.

Furthermore, we give you an insight into one of Croatia's first and highly regarded horologists and his approach to excellence. For the past 40 years, this family business has continuously been striving to fulfill all the wishes of its demanding clientele, and it is their expertise that has made them renowned artisans for Rolex in this region.

Even though the character of their businesses is different, both of this issue's interviewees are united in their love and consideration for detail. This proves that only by paying attention to detail can you create well-crafted and innovative products with purpose.

Therefore, Dear Traveler, go out, explore and try to notice the details - you might be surprised with what you find.

Sincerely,

Insight Design Guide Team

#### INSIGHTDESIGNGUIDE.COM

















#### WELCOME TO ZAGREB

Zagreb is a perfect city break destination for beautiful and colorful autumn days. If you want true adventure go for an exciting SEGWAY tour or you can escape the reality in ESCAPE ART room.

#### ARTS, CRAFTS & PRODUCT DESIGN

For handcrafted & personalized gifts visit LE PRASE (Radićeva 5. courtvard side) and if you are looking for a handmade umbrella with a 100-year-old tradition - CEROVEČKI (Ilica 49) is the place to go. JASMINA I LUTKICE (Petriniska 40) welcomes all the "children", no matter the real age by offering unique artisan dolls. Cool textile products by **ELDERICE** are available in Galerija Link and Take me home, while GLOOPY (sold at Galerija Link, Take me home & Top) home decor & kids' toys will bring the childish fun back to your life. The book by August Šenoa THE GOLDSMITH'S TREASURE is a perfect cultural souvenir, available in English (sold at Galerija Link, Take me home), DATA BY DESPOT (sold at Galerija Link, Take me home) product design brings you great eco-friendly storage boxes and MUTLIRATIONAL.CO (sold at Galerija Link, Market) designs contemporary bags made out of top quality materials. KLOTO (Masarykova 14) offers accessories with a fresh and interesting twist.

GARDEROBA Martićeva 17



#### **DESIGN SHOPS**

TAKE ME HOME (Tomićeva 4), GALERIJA LINK (Radićeva 27) offer the best of Croatian design, while MARKET concept store (F. Petrića 3) has an interesting selection of Croatian design, as well as an international one.

DELICACIES – for a premium selection of Croatian sweet and savory bits, visit KREDENCA (Radićeva 13).

#### AFRODITA COSMETICS (Frankopanska 7, Vlaška 41) of

(Frankopanska 7, Vlaška 41) offers high quality cosmetics products for her and him.

#### **SCENTS**

For exclusive niche fragrances visit TOP perfumery (Tomićeva 4) and for a special scent for your home – NOTES OF ZAGREB (Skalinska 2) is a home fragrance shop inspired by the city of Zagreb.

#### **ACCESSORIES**

For the ultimate luxury watches and accessories, visit MAMIĆ (Gajeva 4) exclusive Rolex & Tudor retailer for Croatia and, for silk ties or scarfs, there is CROATA (Ilica 5 – Oktogon passage); while in HAVANA cigar shop (Frankopanska 22), you can treat yourself to premium cigars. For traveling with ease, we suggest MARAS shops (Bogovićeva 1b) for travel accessories and luggage.

#### **JEWELRY**

For contemporary author jewelry visit LAPIDARIUM (Radićeva 10), where you can also find ZLATNI LICITAR (traditional jewelry) and ADRIATIC CORAL jewelry. For antique jewelry and jewelry inspired by Croatian tradition, JOZEF GJONI (Jurišićeva 10) or BASHOTA (Ilica 39) goldsmith family are the perfect choice.



A STAR ALLIANCE MEMBER



For very special enamel jewelry FREYWILLE grand boutique (Preradovićeva 2) awaits you.

#### **FASHION**

If you are interested in Croatian fashion brands, visit XD XENIA DESIGN (Gundulićeva 5) for exclusive arty fashion, LEI LOU BY ALEX (Frankopanska 6) for romantic female garments, A'MARIE (Gundulićeva 19) for stylish and dreamy clothes, MIHAELA MARKOVIĆ (Ilica 5 – Oktogon passage) for delicate hand-knit items and KVAZIMODA

(Radićeva 20) for timeless clothing. NATAŠA JELETIĆ (Radićeva 21) for colorful female fashion, #PETRINJSKA7 (Petriniska 7) for Croatian and international fashion brands and GARDEROBA (Martićeva 17) for Scandinavian aesthetics combined with Croatian design. When in search of leather bags, KOZA (Basaričekova 18) workshop & store is the place to see. ULIČNI ORMAR (Jurišićeva 16) cherishes vintage clothing, while GALEB stores (Jurišićeva 9) offer quality cotton underwear and outerwear.

FREYWILLE Preradovićeva 2



XD XENIA DESIGN Gundulićeva 5



A'MARIE Gundulićeva 19



#### GENERAL FACTS

LOCATION 45°10'N, 15°30'E Zagreb is situated 122 m above sea level.

**SURFACE AREA** 650 sq. km **POPULATION** 792.875 (2011)

TIME Central-European time (CET) UTC/GMT + 2 hours On 29.10.2017. clocks will be turned one hour backward.

CLIMATE Zagreb has a continental climate with an annual average temperature of 11°C (52°F). In the fall time record indicate temperatures by day reaching to 15°C (59°F) on average and falling to 8°C (47°F) shortly after sunrise.

ELECTRICITY 220V; 50 Hz

**TAP WATER** is perfectly safe to drink.

#### IMPORTANT TELEPHONE NUMBER CALL 112!!!

For Ambulance, Police, Fire Department, Mountain Rescue Service

COUNTRY CODE NUMBER +385 Non-Croatian number - dial 00385 (e.g. 00385 1 4833 109)

#### **PUBLIC HOLIDAYS**

15.8. Assumption of Mary 8.10. Independence Day 1.11. All Saint's Day

GENERAL INFORMATION NUMBER 18981

ROADSIDE VEHICLE ASSISTANCE 1987/ +385 1 1987

**ZAGREB AIRPORT** 060 320 320/+385 1 4562 170

**ZAGREB BUS STATION** 060 313 333/ +385 1 6112 789

**CENTRAL RAILWAY STATION** 060 333 444 / +385 1 3782 583

CROATIAN POST 072 303 304 Jurišićeva 13, +385 1 6626 452 (Mon-Fri 7am-8pm, Sat 7am-1pm) Branimirova 4, +385 1 4981 550 (Mon-Sun 7am-midnight)

#### FOR YOUR INFO

Okotgon passage (Ilica 5) is a beautiful passage in the city center which is currently under the reconstruction. Nevertheless, the passage is opened so you can walk through it because it connects Ilica street with the Flower Square. In the passage you can find CROATA and MIHAELA MARKOVIĆ store.















#### CROATIAN CHAMBER OF ECONOMY





CCE-Zagreb Chamber

A Draškovićeva 45
 Q 1
 C +385
 1 4606
 777
 ✓ zg.hgk.hr
 F O Mon-Fri 8am-4.30pm

Croatian Chamber of Economy – The Zagreb Chamber is a professional business organization for all legal entities in the City of Zagreb and Zagreb County. Their purpose is to promote businesses and protect their members' common

interests.

The Chamber is also in charge of operating international integration and the development of economic relations with foreign countries and businesses.



#### SEGWAY CITY TOUR ZAGREB

THE ORIGINAL TOUR SINCE 2007

♠ ♥ Meeting point: Hotel Esplanade Zagreb,
The Westin Zagreb Hotel \$\square\$ +385 1 3010 390

Spend a beautiful day in Zagreb enjoying one of the special sightseeing tours. Whether you are looking for an individual tour or an adventure for the whole family, the Segway team offers an experience you will remember for a long time after your visit to the Croatian capital. This is the first original Segway PT attraction in Zagreb and Croatia since 2007 and a multiple-award winning service by the Trip Advisor's "Hall Of Fame". Specially tailored Segway tours include all relevant and popular historical sites of the Upper and the Lower town, the parks of the Green Horseshoe and the Mirogoj cemetery. There is even a nocturnal summer tour for the night owls. You can choose between four different tours, which last from one hour up to three hours. Just give them a call or book online for a good mood ride full of fun and laughter.

Ride with the best and get to know Zagreb - a city with a million hearts!

#### **ESCAPE ART**

EXCITING ESCAPE ROOMS

♠ ♥ Draškovićeva 53

**\( +385 91 9231 248** 

≠ escapeart.hr **f** 

⊕ \$ ♠ Mon-Sun 11am-10pm

If you're looking for an adventure during your stay in Zagreb, this is the place to visit! Only 5 minute by foot away from the main square, you can escape reality and be immersed into a completely different world.

Escape Art escape room is a reallife atmospheric adventure game where the goal is to escape from a mysterious room. You're the hero of the day and, with the help of your team, you have 60 minutes to defeat various challenges to get out of a locked room.

Find hidden objects, solve unusual puzzles, crack ciphers and codes, open the locks and escape before the time runs out! Excellent for friends, families and team building.







#### UNITED IN LOVE FOR DETAIL

IN THIS INTERVIEW WE PRESENT CROATIAN DESIGNER ANAMARIJA BRKIĆ FOR A'MARIE FASHION BRAND AND PERO MAMIĆ OFFICIAL ROLFX AND TUDOR RETAIL FR

#### A'MARIE, ANAMARIJA BRKIĆ

#### A'MARIE BRAND IS WELL-KNOWN FOR ITS SOPHISTICATED ELEGANCE AND OFTEN DESCRIBED AS CLOTHES MADE OF DREAMS! CAN YOU TELL US A BIT MORE ABOUT YOUR BRAND AND ABOUT A'MARIE PHILOSOPHY?

A'marie clothes are all about femininity, feeling amazing and comfortable at the same time, being sensual and chic. Also, from the start, we have focussed on an eco-friendly approach and natural materials. So when you wear A'marie you are not only being fashionable and loving how you look – you are showing your love for nature, too.

#### WHAT IS EMPHASIZED IN YOUR CURRENT COLLECTION?

Our latest collection is A'marie Cruise, designed for vacations and summer getaways. Dresses in pastel colors, details like ruffles, cut-outs, pom poms and ribbons, maxi dresses as one of the most attractive trends this season, and jumpsuits. Gentle and breathable fabrics are always a must, so this collection is not an exception when it comes to that. Lots of white and breezy materials.

#### HOW WOULD YOU DESCRIBE CROATIAN FASHION STYLE COMPARED TO FASHION STYLES IN OTHER COUNTRIES?

Croatian women are very much into fashion. They love dressing up and spending after-work time and weekends in the city center. That is why it's important to them to feel good and comfortable in what they wear daily, not



compromising when it comes to looking amazing. When you come to Zagreb and walk down the main street, the first thing you notice are beautiful women and their love for trends.

#### WHERE DOES YOUR INSPIRATION COME FROM?

I am very much inspired when it comes to the A'marie brand, always planning ahead, thinking about my next collection. I am most inspired by the materials, that is why I choose them very carefully. I always think about how to use them in the best way possible. Also, I know my customers very well and why they love A'marie design, and it's very important to me that every new piece of clothes stays true to our brand.

#### PERO MAMIĆ

YOU WERE THE FIRST IN CROATIA TO START WORKING WITH LUXURY SWISS WATCH BRANDS, AND RECENTLY YOU HAVE CELEBATED AN IMPRESSIVE 39 YEARS OF COOPERATION WITH ROLEX. CAN YOU TELL US MORE ABOUT HOW YOU GOT STARTED?

I found my life calling as a child while playing with my father's watches and becoming fascinated with the movements. After becoming a watchmaker, I spent some time working for a watch and jewelry boutique in Connecticut, USA, This turned out to be an invaluable experience, since I had an opportunity to learn from a master watchmaker and work with tools and parts which were unavailable in Croatia at the time. After returning to Zagreb, I opened my first shop in 1970 and the first great acknowledgement of my work was in 1978 when I was certified as one of only two Rolex servicers in the entire ex-Yugoslavia region.

I have worked well with other prestigious brands such as Patek Phillipe, Vacheron Constantin, Longines, Baume & Mercier, Piaget, Certina and Cartier; however, at one point I decided to focus on Rolex and we have had a successful partnership ever since.

# AFTER SEVERAL DECADES OF PARTNERSHIP IN THE LUXURY WATCH INDUSTRY, YOU HAVE GAINED A REPUTATION OF ONE OF THE GREATEST EXPERTS OF YOUR PROFESSION. TO WHAT DO YOU ATTRIBUTE SUCH SUCCESS?

In addition to a continuous investment in knowledge and development, qualities which matter the most are perseverance, hard work and meticulousness. I do not improvise, I am completely



invested in my work and I strive for perfection. Just winging it does not bring you success in our business. Watchmaking requires thoroughness and dedication. We are a family business and I have been working with my sons and daughter for several years showing them the ropes. Soon we will be opening a new 300-m2 store in the center of Zagreb, fully equipped in keeping with the highest standards.

#### WHAT CAN TOURISTS FIND IN YOUR STORE? WHAT ADVICE DO YOU GIVE TO YOUR CUSTOMERS WHEN BUYING A WATCH?

The value added tax refund of up to 17.9% brings in a large number of foreign customers. Our store has different watch brands, with emphasis on Rolex and Tudor watches, and a range of complementary accessories, such as stationery, leather goods and watch winders. A watch is something extremely personal; it is something we treasure our whole life, pass down from generation to generation. Buying a luxury watch is an emotional moment which you remember for the rest of your life and that is why we approach each customer individually, consulting them on the choice by looking at a person's life style, personality and wishes.

## A GUIDE FOR HAPPY SHOPPING

#### EVERYTHING YOU NEED TO KNOW WHEN YOU ARE SHOPPING IN ZAGREB!

CROATIAN CURRENCY IS THE CROATIAN KUNA (HRK) In stores, bars, restaurants you can pay ONLY in Kuna. 1 euro = approx. 7.4 kuna; 1 US dollar = approx. 6.4 kuna

CROATIAN VAT (PDV) is 25% and is included in retail price.

CREDIT CARDS are accepted in all stores presented in the guide.

WORKING HOURS Most stores work shorter on Saturdays and many stores are closed on Sundays and national holidays.

ATM MACHINES can be found all around city center. The limit you can withdraw in one transaction may vary from 1600 kn to 5000 kn.

EXCHANGE OFFICES & BANKS The exchange rates in banks and exchange offices may vary. Exchange offices usually offer better rates than banks.

WEB SHOPS/SHIPPING Certain brands and stores offer online and catalogue orders. Please keep in mind that every web shop has individual terms & conditions, as well as shipping policies.

RECEIPTS, TAXES AND RETURNS For every purchased item you should get a receipt (keep it, especially if you want to return or exchange purchased items). Return policies may vary, so feel free to ask any questions you may have. Some stores have no cash refund policies, but offer the option of exchanging the purchased items for other products in the store.

#### SHOPPING TIPS & TRICKS

All items in stores should have clearly displayed prices, with VAT (PDV) included, and if the item is on sale it should be marked as such.

We are not a culture of bargaining, but some shops offer a discount on cash payments.  $% \label{eq:condition}%$ 

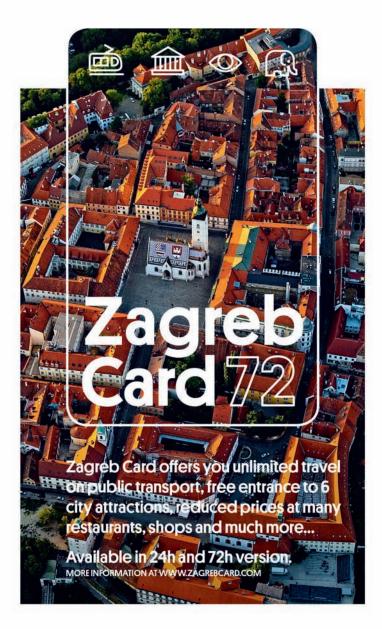
Keep in mind that sales assistants in Zagreb are not overly assertive in approaching the customer, so do not be shy to ask for any information about the item you are interested in. They will be more than happy to assist you.

Do not forget to exchange your money from Monday to Saturday, because banks and exchange offices are closed on Sundays and national holidays.

### Enjoy your stay & save money with









#### GALERIJA LINK

CROATIAN DESIGN STORE

Radićeva 27 ♀ 2

📞 +385 1 4813 294 🏻 **f**/GalerijaLink

♥ \$\$ ● Mon-Sun 10am-8pm

This lovely store is your LINK to Croatian Design such as: Gloopy, Boya, Walligami, Krtz, Data by Despot, R-dizajn, Borovo-Startas tennis shoes; ceramics by Lidia Boševski, Orjenka Mirjan, Mala Arta; bags by: A+, Grriva, Mura Pehnec, V. Gamulin, Branka Donassy, KJ Design, Baggiz and many more.

#### **ELDERICE**

TEXTILE DESIGN STUDIO

- 希 Sold at Galerija Link, Take me home
- **Q**2,4 **≠** elderice.com **© f ♥**\$

Elderice design & produce fabric storage bins, tea towels, tablecloths, pillow covers, scarves and bags in their home studio in Zagreb. They are inspired by geometry, urban landscapes and nature. By using traditional hand printing techniques on natural fabrics, they achieve a light and organic texture of the final product enhanced by vibrant shades of water-based colors.





#### **GLOOPY**

PRODUCT DESIGN

- Sold at Galerija Link, Take me home, Top
- **Q** 2, 4, 13 **\** +385 91 3010 308
- **≠** gloopy.hr **☐ f ⊕** \$\$

Gloopy's products are specially designed to bring the childish fun back into your life. Playful home decor products, such as wooden trivets & coasters will make every meal a game. Shadow puppet toys are a perfect present for young ones, while Wardrobe Creatures – original souvenir bags filled with organic lavender will brighten up every closet and repel any unwanted guests.

#### **KLOTO**

#### CONCEPT STORE

- **\( +385 1 4872 659**
- **≠** udrugakloto.hr **□ f ⊕** \$
- Mon-Fri 10am-7pm, Sat 10am-2pm

This magical little shop, located in the courtyard of the Masarykova Street, is a creative zone for all members od this non-profit organization. Everything they offer is hand-made and unique, created in different styles with a fresh and interesting twist.



#### TAKE ME HOME

CROATIAN DESIGN SHOP

- Tomićeva 4 ♥ 4 +385 1 7987 632
- **オ** takemehome.hr **⑤ f ⊕** \$\$
- Mon-Fri 9:30am-8pm, Sat 10am-3pm

Cutest little shop just under Zagreb's funicular offers a fresh take on gifts and souvenirs to take home from your trip.

Handmade, locally produced items that connect tradition with contemporary design are chosen with care to satisfy different tastes and fit in your travel bag.

Great choice of original jewelry, ties, t-shirts, bags, natural cosmetics, homeware, notebooks, illustrations, awarded design toys and much more!







#### JASMINA I LUTKICE

ARTISAN DOLL SHOP

- ♠ Petrinjska 40 ♀ 5 \ +385 98 795 773
- **オ**jasminakosanovic.com **⑤f ⊕** \$\$
- Mon-Fri 10am-8pm, Sat-Sun 12(noon)-8pm

Enter a magical world of Jasmina's imagination of enchanting fairies, wandering sea captains and unique places where ravens and foxes are best friends.

Jasmina, the doll designer, creates her own vision of beautiful dolls and brings each one alive through her artistic expression.

Handmade and original dolls are found only in this wonderland store and will take you on a stroll down memory lane. Find your inner child and never stop playing, never stop imagining. Every doll is protected by copyright.







#### MULTIRATIONAL.CO

CROATIAN PRODUCT DESIGN

- Sold at Galerija Link, MarketQ 2, 6 \$\cdot \cdot +385 \ 91 \ 957 \ 2445
- **f**/multirationalco ♥\$\$\$

Multirational Company is a creative studio from Zagreb working passionately to create quality handcrafted products made in synergy between traditional artistry and contemporary aesthetics. Produced in limited series, their practical & stylish bags, backpacks & items successfully combine function and simplicity in design.

#### MARKET

CONCEPT STORE

★ Frane Petrića 3 ♥ 6 \$\cdot +385 1 4828 621
Ø f/MarketConceptStoreZagreb

\$\$ 5 Mon-Fri 10am-8pm, Sat 10am-3pm

Market Concept Store is a unique shopping place with a collection of carefully curated and interesting products of well-known design houses from all around the world including Croatian designers. In this charming place, you will find plenty of little "treasures" that will bring joy to you and your loved ones.





CROATIAN DESIGN

Sold at Galerija Link, Take me home ♀ 2, 4 +385 51 371 025 databydespot.com \$\mathbf{f}\$ \$\mathbf{\psi}\$\$\$\$\$\$\$\$\$\$\$\$\$

There is a story behind everything. So, guided by the idea that everything has a story that provides meaning and value, Data by Despot's story could be very serious, but it is not. Could be problem solving, but it is rather art challenging. Their stories are built into their products in order to create an emotional connection with customers through the art of design and the production process itself.

What surrounds us somehow defines us. The colors we prefer, the shapes we like most, the materials we choose, reflect our personality, values, believes and emotions. To make long story short, Data by Despot provides that last missing piece of the puzzle within your surroundings.



A perfect place for unique goodies and the sweetest souvenirs! All products in the store originate from small Croatian manufacturers, guaranteeing the highest quality. Kredenca offers sweet delicacies like handmade chocolates, homemade jams, honey, dried fig products, premium quality Istrian olive oil, different types of truffles, cheeses, spices and spreads. You can taste over 30 liqueurs and brandies in order to help you decide which to buy, or choose among different gift packages. Natural cosmetics, fashion accessories and ceramics are carefully selected for the best presents possible.

SPECIAL OFFER – bring your copy of Insight Design Guide with you and get 5% off on all in store offer and Tax Free refund.



#### LE PRASE

PERSONALIZED GIFT SHOP

Le Prase is an artisan family shop, situated in a courtyard in Radićeva Street. For all the lovers of unique and handcrafted items, with a very special story and design, this is a true little paradise!

You can choose from variety of original gifts and souvenirs, starting from eco-friendly and personalized piggy banks, or jewelry and accessories featuring an illustrated girl named Mašenka, as well as mugs, t-shirts and bags with motifs from Zagreb's history and lifestyle. Friendly staff, lively vibe and an exceptional offer will make the souvenir buying experience joyful and fun.

If visiting Zadar, find Le Prase store in Kraljskog Dalmatina 1 (every day from 11am - 8pm).







#### **GJONI**

#### GOLDSMITH JOZEF GJONI

• Mon-Fri 8am-8pm, Sat 8am-2pm

Jozef Gjoni, a goldsmith with passion creates great collections of handmade gold, silver, antique and traditional Croatian jewelry embedded with precious stones, pearls and corals. Their extensive offer embraces carefully crafted, ethnically significant jewelry from different regions in Croatia. The Moretto or locally called "Morčići" is a Croatian indigenous folk anthropomorphic motif characteristic for the North West part of Croatia. Šibenik Buttons, on the other hand, once used for men's folk costumes, today the motif is used in different products such as earrings. Additionally, designs from Dubrovnik will allow a glance at the rich history and nobility of the Republic of Ragusa demonstrating the required skill to create one of the finest Croatian national jewelry.

For a traditional Zagreb motif, Licitar heart is available in silver and gold.







#### CEROVEČKI

#### ARTISAN UMBRELLAS

**⋒** Ilica 49 **9** 10 **%** +385 1 4847 417 **π** kisobrani-cerovecki.hr **回 f ⊕** \$\$\$ **.** Mon-Fri 8.30am-8pm, Sat 8.30am-2.30pm

Cerovečki is a special artisan shop that has a great reputation around the world and a 100-year-old tradition. Handmade with utmost precision, umbrellas and parasols by Cerovečki are the definition of love, tradition and heritage. The Šestine umbrella is a unique symbol of Zagreb, a beautiful handcrafted item that brings joy to its owner.

Combining traditional motifs and the finest execution with contemporary design, Cerovečki introduced the raincoat 'Kaplja' - functional, playful product, inspired by Sestine umbrella that makes every rainy day colorful and bright!

# Take a piece of Zagreb with you

Love and passion, plots and intrigue, nobles, commoners, tricksters, murderers... A patchwork of colourful

A patchwork of colourful characters is bound to leave you breathless!



The tale of a forbidden love between the daughter of a goldsmith and a nobleman's son set against the backdrop of the streets and squares of 16th century Zagreb.









#### CROATA

(K)NOT JUST A TIE!

♥ \$\$\$ ● Mon-Fri 8am-8pm, Sat 8am-3pm

promoting the centuries-old Croatian tradition of silk production and craftsmanship. It is this legacy from the homeland of the cravat that makes these ties and scarves a unique accessory.

SPECIAL OFFER - bring your copy of Insight Design Guide with you and get 15% off on all in store offer.



#### MIHAELA MARKOVIĆ

KNITWEAR DESIGNER

- **\** +385 98 1787 398
- Mon-Fri 10am-8pm, Sat 9am-3pm

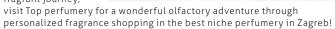
This is a place of true and unique fashion, inspired by tradition and transformed into modern hand-knit creations by the voung designer Mihaela. Every item is made out of organic material in a zerowaste process and is the epitome of timeless design.

#### TOP

#### NICHE PERFUMERY

- ↑ Tomićeva 4 ♀ 13
- **4** +385 1 7980 969
- **★** top.hr **⑤ f ⊕** \$\$\$
- Mon-Fri 11am-8pm, Sat 10am-3pm

For a perfectly fragrant journey,



Located next to the popular Funicular, Top offers over thirty-five exquisite perfume brands to choose from. An outstanding scent collections of Editions de Parfums Frédéric Malle, Profymym Roma. Roja Parfum and Xerjoff are just some that await you.

For best skin care, choose from a range of Aesop beauty products, or select a cool scent thanks to the Swedish brand Byredo. Into art and chemistry? Escentric Molecules are just for you. How about Pope Francis' favorite scent? Or maybe a hard-to-find collection of oud scents?

Choose an exquisite home fragrance, a scented candle, a diffusor or a











catalytic olfactive lamp of renowned brands (Cire Trudon, Costes, Nicolai, ...) to bring a fragrant bliss into your home.





#### LUXURY WATCHES AND ACCESSORIES

- **\** +385 1 4870 700
- **≠** peromamic.com **☐ f ⊕** \$\$\$\$
- Mon-Fri 9am-8pm, Sat 9am-2pm

Enjoy the ultimate luxury shopping experience in the center of Zagreb at Mamić, official Rolex and Tudor retailer, also offering other watch brands and luxury accessories.

Buying a luxury item is an emotional moment in life so treat yourself to something valuable and timeless during your travels to make the memories extra special. Whether you are a novice watch buyer or a seasoned watch collector, experienced team of sales consultants and after- sales service experts at Mamić will warmly guide and assist you on this journey.

Longstanding tradition of the Mamić family business has evolved through decades, from a small watchmaking workshop to one of the most appreciated names in the luxury watch industry of the region. After decades with Rolex, Pero Mamić became a synonym for tradition, reliability, trust and quality.

If you are a non-EU resident, you can enjoy the tax-free shopping and get up to 17.9% refund.









#### XD XENIA DESIGN

FASHION DESIGN STUDIO

- 😭 Gundulićeva 5, Petrinjska 31
- **Q** 15 **L** +385 1 4830 539
- Mon-Fri 9am-8pm, Sat 9am-2pm

Exclusive fashion brand for women with an art dimension – the XD dimension. The designer Ksenija Vrbanić creates unique designs, unconventional to the classic fashion trends, uncompromisingly sticking to quality workmanship and fabric.

#### GARDEROBA

CONCEPT STORE

- ⋒ Martićeva 17 9 16 \$\ +385 1 7701 177
- **☐ f** /garderobastore **⊕** \$\$\$
- Mon-Fri 10am-8pm, Sat 10am-4pm

Garderoba is a unique concept store in Croatia, which nurtures Scandinavian aesthetics combined with Croatian design. The store offers internationally recognized Croatian designer Ivana Omazić & a range of Scandinavian brands, such as By Malene Birger, Baum and Pferdgarten, Rodebjer, Ganni and Designers Remix, and Cornelie Webb's jewelry.





#### A'MARIE

CROATIAN FASHION BRAND

Gundulićeva 19 

 ♀ 17

📞 +385 1 4873 524 🗷 amarie-fashion.com

**☐ f** ♥\$\$\$ **⊙** Mon-Fri 10am-8pm,

Sat 9am-3pm

Anamarija Brkić is a distinguished Croatian designer who brings us joy with every collection she creates. High-quality materials and superb design accentuates the sensual, timeless, elegant and functional clothing line by A'Marie.

Truly it is - Clothes made of dreams!

#### KOZA

HANDCRAFTED LEATHER BAGS

★ Basaričekova 18 ♥ 18 ┗ +385 98 202 350
♥ \$\$\$ ◎ ₱/pages/KOZA ◑ Mon-Fri 11am-3pm,
4pm-7pm, Sat 11am-4pm

Workshop and a store in one - located in the Upper Town, Koza offers handcrafted leather bags, wallets and belts made by a brother and sister with precision, love, and minimalist aesthetics. Satchels, clutches, men's bags and colorful purses in different shapes and sizes, are accompanied by a warm welcome only true hosts can give.



#### LAPIDARIUM

AUTHOR JEWELRY

- Radićeva 10 
   ♀ 19
- **\** +385 1 5530 649
- **オ** lapidarium.eu **⑤f** ♥\$\$\$
- Mon-Fri 9.30am-8pm, Sat 9.30am-3pm

Lapidarium offers a wide range of contemporary, cutting-edge and sophisticated jewelry, made from modern and traditional materials in a limited and highest quality production.

More than that, it also represents a unique platform in Croatia, which brings together international and Croatian jewelry designers, in creating timeless jewelry collections.

In Lapidarium, you can aslo find Zlatni licitar – charming gold and silver jewelry inspired by Croatian tradition, also known as one of the symbols of Zagreb, which makes a perfect gift for your loved ones.

If visiting Rovinj, stop by Lapidarium store in Zdenac 14.





#### ADRIATIC CORAL BY LAPIDARIUM

**CORAL JEWELRY** 

- Sold at Lapidarium, Zlatarna Mario (Krvavi most 2)
- **9** 19 **6** +385 1 5530 649
- **オ**lapidarium.eu ⊕\$\$\$

Show you attachment and devotion to your loved ones with this timeless jewelry. Original and natural Adriatic coral collections are carefully crafted directly in the Lapidarium workshop. Distinctive coral necklaces, beautiful rings and elegant bracelets made only from Adriatic coral will leave you breathless.

#### ZLATNI LICITAR

TRADITIONAL JEWELRY

- Sold at Take me home, Market, Lapidarium, Zlatarna Mario (Krvavi most 2) ♥ 4, 6, 19
- **オ**zlatni-licitar.com ⊕ \$\$

Charming gold and silver jewelry inspired by Croatian tradition and history, also known as one of the symbols of Zagreb, makes a perfect gift for a loved one. Bracelets with little heart pendant are more than a souvenir; they are stylish, colorful, fashionable and affordable pieces of jewelry.





#### BASHOTA

CROATIAN JEWELRY STORE



- **⋒** Ilica 37, Ilica 69 **♀** 20
- **\** +385 1 4833 623
- 🛪 zlatarnica-bashota.hr 🏻 🕇 🕀 \$\$\$
- ◆ Mon-Fri 8.30am-1pm, 4pm-8pm, Sat 9am-2pm

The Bashota goldsmith family creates remarkable modern and traditional jewelry since 1924. Along with hard work, knowledge, skill, originality and their wide range of unique models, they are able to satisfy every customers wish, even those with the most refined taste.

In their stores, you can find beautiful coral jewelry, traditional jewelry items such as Licitar hearts, as well as many other symbols of Zagreb, Croatian history and culture. Bashota is a proud holder of Croatian Creation trademark and a multiple time first prize winner at the Triennial of Zagorje Souvenir – dedicated to souvenirs associated with the protected intangible heritage of the Croatian Zagorje County.

Bashota's rich family tradition guarantees exquisite jewelry, first class service and a warm welcome to everyone.

#### NATAŠA JELETIĆ

CROATIAN FASHION ATELIER

- Mon-Fri 10.30am-8pm, Sat 10am-3pm

Independent artist Nataša Jeletić creates authentic and colorful clothing for women made from high-quality natural materials and refined by the best stitching applications. Every items is specially constructed or deconstructed to fit all styles and personalities.





#### NOTES OF ZAGREB

HOME FRAGRANCE GIFT SHOP

- **⋒** Skalinska 2 **♀**22 **८** +385 1 4873 460
- **≢** notesofzagreb.com **☐ f ⊕** \$\$
- Mon-Fri 10am-8pm, Sat 10am-3pm

Notes of Zagreb is a cozy and stylish shop, where you can find original fragrances for your home, yourself or your dog. Every scented candle, diffusor or body mist carries a special fragrance note characteristic for the city of Zagreb and it is named after the different city's attractions.



#### HAVANA CIGAR SHOP

CIGAR SHOP

**⋒** Frankopanska 22 **♀** 23 **६** +385 1 5390 467 **⋪** havana-cigar-shop.com **⑤ f ⊕** \$\$ **⊙** Mon-Fri 9am-8pm, Sat 9:30am-2:30 pm

Havana Cigar Shop is a hedonist's paradise, a special gift shop where dreams come true. Spoil yourself with a wide selection of premium cigars, pipes, water pipes, lighters, tobacco, cigar accessories and an admirable range of exclusive alcoholic beverages.

SPECIAL OFFER – bring your copy of Insight Design Guide with you and get 10% off on cigar accessories and premium alcoholic beverages.

#### **FREYWILLE**

ENAMEL JEWELRY FROM VIENNA

Preradovićeva 2 9 24

**\**+385 1 5532 865

✓ shop.freywille.com/hr

Mon-Fri 9am-9pm, Sat 9am-2pm

Freywille is the global leading company in creating artistic jewellery made of precious fire enamel and lists enormous achievements with its unique design concept. Handmade pieces of jewelry are lovingly crafted, communicating a special attitude towards life, unique in the material and individually wearable.

The grand designed Freywille boutique, with its soft colors and clear shapes, invites you to discover exclusive, unique jewellery dedicated to the most famous artists in the world and reminds us once more of the historical connections between Zagreb and Vienna.

A limited production in a manufactory at the original address in the center of Vienna, where the company was founded in 1951, guarantees the highest quality standards in design and production.







#### #PETRINJSKA7

MULTIBRAND STORE

- 🕋 Petrinjska 7 🗣 25
- **\$** +385 1 4922 813 **☐ f**/petrinjska7
- ♥ \$\$\$ Mon-Fri 9am-8pm, Sat 9am-3pm

Spice up your wardrobe with unique Croatian fashion brands - #Petrinjska7 & younghearts.co, available only in this store! Choose from Manila Grace, Oblique or CopCopine international brands. From ultra-small to extra-large sizes, all the clothing items are feminine and wearable in different styles and occasions.

#### KVAZIMODA

CROATIAN FASHION BRAND

- 🕋 Radićeva 20 🗣 26 📞 +385 98 520 325
- **オ** kvazimoda.hr **⑤ f ⊕** \$\$\$
- Mon-Fri 10am-8pm, Sat 10am-3pm

The designer Ivana Srzić Budić creates extremely feminine, unique and above all, timeless clothing. Her style is based on top designs, quality workmanship and 100% natural fabrics. While the cut of the clothing is often asymmetrical they are functional and wearable inside out.

SPECIAL OFFER – bring your copy of Insight Design Guide with you and get 20% off on all in store offer.



#### LEI LOU BY ALEX

FASHION DESIGNER

- ★ Frankopanska 6 ♀ 27
- **\**+385 1 4846 080
- **≠** leiloubyalex.com **□ f ♥** \$\$\$
- Mon-Fri 9am-8pm, Sat 9am-3pm

Aleksandra Dojčinović's collection perfectly accents the female body. This fashion brand became a synonym for elegant, attractive and trendy design made for real every-day woman.

Dresses are designed to put an emphasis on timeless elegance while remaining casual and head turning. These beautiful pieces of clothing make every woman feel graceful and feminine. Soft and comfortable materials are easy to maintain and exquisite design result in outstanding appearances.

If visiting Split, find Lei Lou by Alex in Marmontova 2 or in Stuttgart (Germany) in Parlerstraße 1.



希 Frankopanska 7, Vlaška 41 🗣 28

\$\dagger +385 1 4680 006, +385 1 4680 001 

# webshop.afroditacosmetics.com

f # \$\$ \$ Mon-Fri 9am-8pm, Sat 9am-6pm

Afrodita has been producing high quality cosmetic products for more than 45 years. Combining the power of nature with their own recipes fused with the best natural ingredients, Afrodita offers superior cosmetic products for her and him. Their products contain no parabens, paraffin, silicone, petroleum jelly, artificial colors nor synthetic fragrances.

Visit the newly opened Afrodita store in Frankopanska 7 for a wide slection of cosmetics products, or the Afrodita shop in Vlaška 41 (open Saturday till 2pm) where friendly and educated staff will help you choose the best care product for yourself.

#### **MARAS**

LUGGAGE & TRAVEL

#### ACCESSORIES

- ♠ Bogovićeva 1b, Ilica 47
- **Q** 29 **L** +385 1 4810 972
- **≠**maras.hr **□f ♥**\$\$\$
- Mon-Fri 9am-8pm, Sat 9am-3pm

Maras is the best choice if you are looking for suitcases and travel accessories. More than that, Maras offers exclusive designer handbags, laptop backpacks and briefcases, kid's backpacks and footwear.

Maras is the authorized distributor for worldwide brands such as Samsonite, Rimowa, Piquadro, Valentini, Lacoste, Disney and many others, testifying of high level customer service and reputation they have achieved over the years.



Samsonite



#### **GALEB**

COTTON UNDERWEAR & OUTERWEAR

🕯 Jurišićeva 9, Ilica 69 🗣 30 

♥ \$\$ 🖲 Mon-Fri 9am-8pm, Sat 9am-2pm

Croatian brand of a 65 year old tradition in producing high quality underwear, swimwear and outerwear. Galeb is a proud holder of the Global Organic Textile Standard (GOTS) Certificate, Oeko-Tex Standard 100, the Best Buy Award, the Superbrands Award and four ISO Certificates. Carrying different brands - Galeb & Galeb kids, Adriatic and GLB, there is something for all age groups with high requirements in underwear and outerwear standards.

Galeb's offer features four programs of functional underwear, specially designed for summer and winter time, developed to maintain an optimal body temperature in different weather conditions.

Galeb stores you can find all around town - Nikole Tesle 16, Zvonimirova 7, Vlaška 95, Slavenskoga 1, B. Magovca 47, Maksimirska 14, Westgate center and outlet store in Ilica 135.

VINTAGE CLOTHING & ACCESSORIES

😭 Jurišićeva 16 🗣 31

**4** +385 1 4926 500

f/UlicniOrmar \$\psi\$\$

Mon-Fri 10am-8pm (till 18.8. Mon-Fri noon-7pm), Sat 11am-4pm

Everlasting style and a true sense of fashion is hidden away in a courtyard in the heart of the city. This inviting shop cherishes distinctive vintage pieces of clothing, footwear, home and fashion accessories that ooze with authenticity in a dreamy atmosphere of the past.

Their door is always open and you will be amazed with the amount of carefully chosen and alluring items.

For romantics, dreamers, patient seekers and for those that are looking for a pleasant company at the same time, it is a place to visit. Pet friendly, People friendly, :)



## ISTRIBLITIOI ARTNE

#### HOTFLS

ESPLANADE ZAGREB HOTEL

SHERATON ZAGREB HOTEL

THE WESTIN ZAGREB HOTEL

ARCOTEL ALLEGRA ZAGREB HOTEL

BEST WESTERN PREMIER HOTEL ASTORIA

BEST WESTERN STELLA HOTEL

HOTEL 9

HOTEL ANTUNOVIĆ ZAGREB

HOTEL ARISTOS

HOTEL AS

HOTEL DUBROVNIK

HOTEL PRESIDENT PANTOVČAK

INTERNATIONAL HOTEL

PALACE HOTEL ZAGREB

PANORAMA ZAGREB HOTEL

ZIG ZAG INTEGRATED

HOTEL

APARTHOTEL SNJEŽNA KRAL JICA

ART HOTEL LIKE

HOTEL CALYPSO

HOTEL DELMINIVM

HOTEL GALERIJA

HOTEL HOLIDAY

HOTEL JADRAN ZAGREB

HOTEL JARUN

HOTEL LAGUNA

HOTEL MAKSIMIR

HOTEL MERIDIJAN 16

HOTEL PHOENIX

HOTEL REBRO

HOTEL RESIDENCE

HOTEL TOMISLAVOV DOM

HOTEL VILA TINA

#### **HOSTFLS**

BUREAU HOSTEL

FANCY HOSTEL

FUNK LOUNGE HOSTEL

HOSTEL CHIC

HOSTEL DAY AND NIGHT

HOSTEL LAPIDARIUM

HOSTEL LOVE CROATIA HOSTEL MOVING

HOSTEL SHAPPY

MY WAY HOSTEL

PALMERS LODGE ZAGREB

POZITIV HOSTEL ZAGRER

SWANKY MINT HOSTEL

TABAN HOSTEL

THE CHERRY HOSTEL

#### PRIVATE ACCOMODATION

AIR-ZAGREBART APARTMENTS

ANCHOR APARTMENT **ZAGREB** 

APARTMENT CHECK IN APARTMENTS PISAC

APARTMENTS KATARINA ZAGRER

APARTMENTS TRSJE

B&B STUDIO KAIROS

DESIGN STUDIOS SVI-MI

LOBAGOLA B&B

PRAŠKA 8 APARTMENTS PUZZLE APARTMENT ZAGREB CHAMPAGNE BAR

SOBE ZAGREB 17

#### PARTNERS & INSTITUTIONS

SAMOBOR TOURIST BOARD -INFORMATION CENTRE

ZAGREB COUNTY TOURIST BOARD - INFORMATION CENTRE

ZAGREB TOURIST BOARD

ZAGREB TOURIST BOARD -INFORMATION CENTRES

AMERICAN CHAMBER OF COMMERCE IN CROATIA

ARCHAEOLOGICAL MUSEUM

ATELIER MEŠTROVIĆ

AUSTRIAN CULTURAL FORUM

CROATIAN CHAMBER OF **FCONOMY** 

CCE - ZAGREB CHAMBER

CROATIAN COMPETITIVENESS CLUSTER OF CREATIVE AND **CULTURAL INDUSTRIES** 

DOLLAR-THRIFTY RENT A CAR

**EMBASSYS** 

EUROPE HOUSE ZAGREB

FRENCH INSTITUTE -MEDIATHEQUE

GERMAN-CROATIAN CHAMBER OF INDUSTRY AND COMMERCE

INTERNATIONAL WOMEN'S CLUB **ZAGREB** 

ITALIAN CULTURAL INSTITUTE

LAUBA HOUSE

MINISTRY OF FOREIGN AND **FUROPEAN AFFAIRS** 

MUSEUM OF ARTS AND CRAFTS

50 A BURGER &

ROCKET BURGER CAFE

**CROATIAN CHAMBER** OF ECONOMY

XD XENIA DESIGN

15 16 18 19

MAMIĆ

GARDEROBA

A'MARIE

4

KOZA

- GALERIJA LINK ELDERICE 7
  - GLOOPY
- MULTIRATIONAL.CO DATA BY DESPOT

ADRIATIC CORAL BY

LAPIDARIUM

LAPIDARIUM

- TAKE ME HOME KLOTO က 4
- ELDERICE
- DATA BY DESPOT GLOOPY

NOTES OF ZAGREB

NATAŠA JELETIĆ

21

BASHOTA

**ZLATNI LICITAR** 

- **ZLATNI LICITAR**
- JASMINA I LUTKICE
  - MARKET
- MULTIRATIONAL.CO
  - **ZLATNI LICITAR KREDENCA**

LEI LOU BY ALEX

**AFRODITA** 

MARAS

GALEB

#PETRINJSKA7

25 **2**6 27

FREYWILLE

HAVANA

KVAZIMODA

- E PRASE
- CEROVEČKI CROATA

- MIHAELA MARKOVIĆ

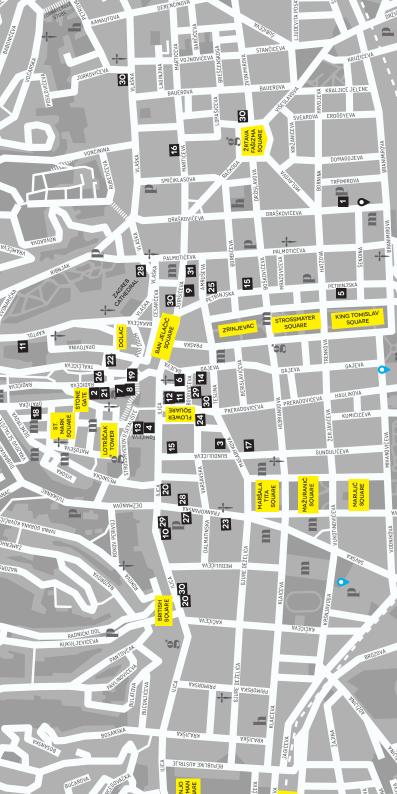
- GALLERY MUSEUM
- HOSPITAL
- PARKING & GARAGE CHURCH

SEGWAY MEETING POINT

**ESCAPE ART** 

JLIČNI ORMAR

- 500 m
  - STORE NUMBER
- SQUARES & SIGHTS
- PARKS & GREENERY







## THE MOST LOVED CROATIAN BEER

