


# INSIGHT design GUIDE

THE BEST PLACES TO SHOP IN ZAGREB



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

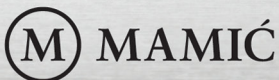
FEATURING  
EXPERIENCE  
CROATIA THROUGH  
ALL YOUR  
SENSES

CITY CENTER MAP INCLUDED!

MAY - JULY 2018

your personal copy

OYSTER PERPETUAL  
YACHT-MASTER 40



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# INSIDE THE GUIDE

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For simple navigation and easy store search

# PRE- SENT- ING

## FEATURE

- 11 EXPERIENCE CROATIA THROUGH ALL YOUR SENSES  
An interview with Tamara & Ivan Škrinjar from the Croatian organic cosmetics brand Apiterra and the creative duo behind GreeThings Sonja König & Kemal Kremić

15–28

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

# INSIGHT design GUIDE

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[www.3vtheagency.hr](http://www.3vtheagency.hr)

## PHOTOGRAPHY

Ownership of contractors

## IMPRESSUM

### ISSUE NUMBER 17

### PUBLISHED QUARTERLY

### PUBLISHER

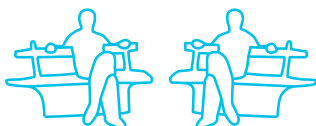
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## COVER STORY

The cover motif is the sculpture called „Matoš on a bench“ located on the Strossmayer promenade in the Upper town. The work of sculptor Ivan Kožarić represents a famous Croatian poet – Antun Gustav Matoš – one of the most significant names in Croatian literature and the most influential author of modern Croatian writing.

The sculpture is made out of aluminum and placed on the promenade in 1978. It is asymmetrical and slightly tilted to the left, because allegedly Matoš used to sit on the left side of the bench. Matoš was one of the city's greatest proponent and therefore the author decided to place his sculpture among the residents of Zagreb who can even sit by his side, relax and enjoy the view of the city.

## LEGEND

🏠 ADDRESS

📍 LOCATION ON MAP

☎ TELEPHONE

🌐 WEB SITE

📷 INSTAGRAM

📘 FACEBOOK

🕒 WORKING HOURS

💎 PRICE RANGE

\$ - cheap

\$\$ - affordable

\$\$\$ - mid-high

\$\$\$\$ - high



SPECIAL

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bring your

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Guide with you and

receive marked discount

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# EDITOR'S LETTER

## DEAR TRAVELER

Welcome to Zagreb! During this summer season you have a chance to discover all the city has to offer, from art to shopping, and I promise you won't be disappointed. In this guide we have covered the shopping side of things with our carefully chosen range of locally and regionally sourced products, as it is our mission to promote the city's and the country's artisans.

In this issue's interview you will discover the old family tradition of creating natural cosmetics from ancient recipes by the makers of Apiterra, a niche natural cosmetic brand from the island of Korčula. The second part of our interviews introduce you to GreeThings, a multi-sensory souvenir box, with the aim to bring Croatia closer to you on several levels through scent, touch and visual stimuli. We are always happy to tell the story and show the faces behind the products, because we believe that it is those individuals that have enriched and created our culture through the centuries and continue doing so till this day.

Feel free to take this personal copy with you, on your discovery tour through our beautiful city. Use it as a reference point for your experiences to come. We hope that this guide will be a helpful addition to your city break and feel free to share your memories with us through social media.

Sincerely,

Insight Design Guide

[INSIGHTDESIGNGUIDE.COM](https://insightdesignguide.com)



# WELCOME TO ZAGREB

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



ZLATNI LICITAR, Sold at Lapidarium,  
Take me home, Market



FREYWILLE, Preradovičeva 2



ELDERICE  
Sold at Take me home, Galerija Link

Summer in Zagreb is colorful, vibrant and full of events. Starting from different street festivals, specialized fairs to organized concerts.

Visit Zagreb's open farmers' market Dolac, since it is a cultural sight as much as a produce buying experience.

Have a cup of coffee in one of the numerous cafés, because sipping coffee for hours is a well-known ritual and an absolute must.

While in Zagreb, take the time to meet all the magnificent people that run local stores and crafts, because they give the city its character and bring it to life. To make your decisions easier on which gifts to buy – luckily, you have your copy of Insight Design Guide!



BASHOTA, Ilica 37, Ilica 69



LIKE A MAP, Sold at Take me home,  
Market, Planetopija

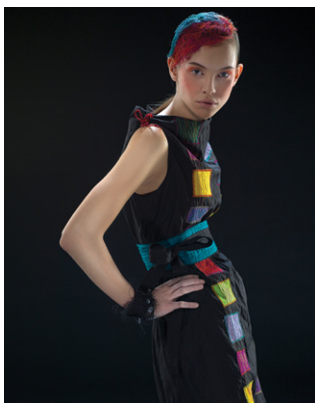


DORA, Kamenita 2

## ARTS, CRAFTS & PRODUCT DESIGN

Looking for a very special souvenir?! How about a handmade umbrella with a 100-year-old tradition? – **CEROVEČKI** (Ilica 49) is the place you are looking for. **JASMINA I LUTKICE** (Petrinjska 40) is the only store with artisan dolls for little ones and grown-ups alike. Hand-printed textile products by **ELDERICE** are a perfect decoration for your home, while **GLOOPY** 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 and a great present for your loved ones. **LIKE A MAP** products will relive city's streets & squares with designed map prints of Zagreb applied on posters, notebooks, bags and pillowcases. For completely recycled notebooks

NATAŠA JELETIĆ, Radićeva 21



IVANA BAČURA, Radićeva 20

get **EKOTEKA** products, and if you are looking for a perfect souvenir box, check out **GREETHINGS** product line. **LE PRASE** (Radićeva 5, courtyard) is a charming little shop where you can find personalized & handcrafted gifts, accessories and souvenirs.

## DESIGN SHOPS

**TAKE ME HOME** (Tomićeva 4) and **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 international. Book & eco shop **PLANETAPIJA** (Ilica 68) is a place of love for books & smart eco products.

**DELICACIES** -for a premium selection of Croatian sweet and savory bits, visit **KREDENCA** (Radićeva 13) where you can find numerous products by small Croatian manufacturers. If you are a beer fan, then you have to try famous Zagreb's **OŽUJSKO** beer.

**APITERRA ORGANIC COSMETICS** (Tkalčićeva 32) offers handcrafted natural cosmetics produced on the island of Korčula, using traditional Mediterranean herbs, olive oil and honey.

GJONI, Jurišićeva 10





CROATA, Ilica 5 (Oktogon passage)

## 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.

## LUXURY ACCESSORIES & MORE

For the ultimate luxury watches and accessories, visit **MAMIĆ** (F. Petrića 7), the exclusive Rolex retailer for Croatia, and for silk ties or scarves, there is **CROATA** (Ilica 5, Oktogon passage) – a well-known Croatian company for production of silk cravats and scarves. **BLOSSOM & BLOOM** (Gundulićeva 5) is a flowerbox and gift shop specialized in creating and delivering an emotional flower story. For traveling with ease, we suggest **MARAS** shops (Bogovićeva 1b) for travel accessories and luggage.

## JEWELRY

For contemporary hand-made jewelry, visit **LAPIDARIUM**

(Radićeva 10), where you can also find **ZLATNI LICITAR** (traditional jewelry) and **ADRIATIC CORAL** jewelry. **IVANA BAČURA** offers extraordinary handmade silver jewelry (Radićeva 20). For antique jewelry and jewelry inspired by the Croatian tradition, **JOZEF GJONI** (Jurišićeva 10) or **BASHOTA** (Ilica 39) goldsmith family are the perfect choices. 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, while **HYSTERIA** (Teslina 9, courtyard) is an original place where artists and designers come together to share their creations and **NATAŠA JELETIĆ** (Radićeva 21) offers colorful female fashion. **#PETRINJSKA7** (Petrinjska 7) has a selection of Croatian and international fashion brands, while **GARDEROBA** (Martićeva 17) is famous for Scandinavian aesthetics combined with Croatian design. When in search of leather bags, **KOZA** (Basaričekova 18) workshop & store is the place to see in a charming Upper town set up together with **DORA** fashion salon (Kamenita 2) an artisan tailor boutique specialized in coats and one of a kind outfits. **ULIČNI ORMAR** (Jurišićeva 16, courtyard) cherishes vintage clothing and everlasting style.

MARAS, Bogovićeva 1b, Ilica 47



GARDEROBA, Martićeva 17





# Enjoy your stay & save money with

  
**Zagreb**  
CROATIA

  
**CROATIA**  
*Full of life*



## Zagreb Card 72

Zagreb Card offers you unlimited travel  
on public transport, free entrance to 6  
city attractions, reduced prices at many  
restaurants, shops and much more...

Available in 24h and 72h version.

MORE INFORMATION AT [WWW.ZAGREBCARD.COM](http://WWW.ZAGREBCARD.COM)

# 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

**CLIMATE** Zagreb has a continental climate with an annual average temperature of 11°C (52°F). In the summer time records indicate temperatures by day reaching to 25°C (77°F) on average and falling to 16°C (61°F) overnight.

**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**

31.5. Corpus Christi  
22.6. Antifascist Struggle Day  
25.6. Statehood Day  
5.8. Homeland Thanksgiving Day

**GENERAL INFORMATION**  
**NUMBER** 18981

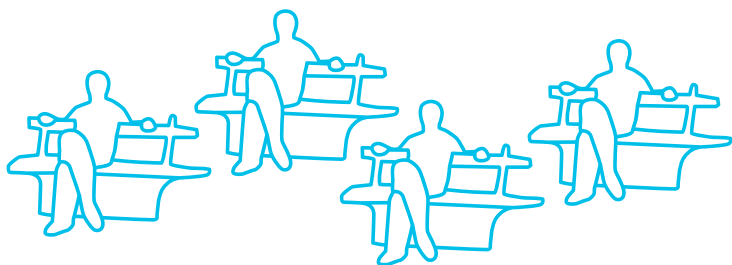
**ROADSIDE VEHICLE**  
**ASSISTANCE** 1987/  
+385 1 1987

**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)



## CROATIAN CHAMBER OF ECONOMY

**ZAGREB CHAMBER**

🏠 Draškovićeva 45 📞 +385 1 4606 777  
✈️ zg.hgk.hr 📺 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.



CCE-Zagreb Chamber

# EXPERIENCE CROATIA THROUGH ALL YOUR SENSES

IN THIS INTERVIEW WE PROUDLY PRESENT TAMARA & IVAN ŠKRINJAR FROM APITERRA CROATIAN ORGANIC COSMETICS & GREETHINGS CREATIVE DUO SONJA KÖNIG & KEMAL KREMIĆ WHO CREATED USEFUL AND EDUCATIONAL GIFT BOXES



## APITERRA, TAMARA & IVAN ŠKRINJAR

**APITERRA IS A SMALL FAMILY COMPANY THAT PRODUCES HANDMADE COSMETICS. WHERE DOES YOUR INSPIRATION TO PRODUCE ORGANIC COSMETICS COME FROM?**

I would say that we did not get inspired to produce organic cosmetic, it was rather that we continued our tradition of collecting Mediterranean herbs. Our family comes from the island of Korčula which has a rich history of collecting and producing herbal remedies. In past times there was no cosmetic industry so our grandmothers were collecting medicinal herbs and preparing oils for skin care. The knowledge was passed from generation to generation. Today, we collect in the same way, and even though the production process is modernized, every product that comes out of our company is completely handmade.

## **CAN YOU TELL US MORE ABOUT YOUR BRAND AND YOUR PRODUCTS?**

We are a small family company that produces organic products made by the same traditional methods that have not changed for centuries. The name Apiterra comes from Latin and it means the land of bees. Decades ago, my grandfather started honey production and today we incorporate bee products in our cosmetic lines.

Our production is limited and we use herbs which grow only on our farms. In our wide assortment you can find organic product lines for your face and body - such as beautiful natural body scrubs, deodorants, body oils and facial creams.



## **WHAT ARE THE INGREDIENTS YOU USE AND CAN YOU TELL US MORE ABOUT THE NOURISHING BENEFITS OF YOUR GOODS?**

Ingredients we use are plants that originate from this Mediterranean location. Those are well known herbs that have amazing benefits on your skin, such as immortelle, lavender, sage, St. John's worth and others. The main benefit of our products is helping your skin regain its natural abilities to become healthy.

# GREETHINGS, SONJA KÖNIG & KEMAL KREMIĆ

## WHAT WAS YOUR MOTIVATION TO CREATE THE GREETHINGS PRODUCT LINE?

Our wish is to present Croatia through a range of quality products from small producers, family farms and companies from all over the country. Through a wide range of products, we aim to offer a complete experience of Croatia through all senses. The story booklet, which is the essential part of every GreeThings gift box, describes Croatian natural beauties, rich cultural heritage, splendid gastronomy and people. We wanted to create a useful and educational gift suited for every occasion, and the first reactions of our partners and customers have been extremely positive.

## HOW DID THE PACKAGING AND DESIGN CONCEPT CAME INTO EXISTENCE?

The GreeThings products and their design are the result of excellent cooperation with young Croatian designers Magdalena Krpina Zdilar and Mate Zdilar. Their creativity and innovation in designing GreeThings boxes leave each person to experience Croatia in their own way. We wanted to create more than a souvenir, helping the visitor to discover a more valuable experience than the one that is usually offered. As people experience the world at a number



of levels, we have decided to include the physical/tangible, and inconceivable level that a person will experience through the product and through Croatia, bearing in mind that emotional experience or memory is more prolonged and more valuable. The concept is based on the slogan A journey through Croatia for all your senses, or two words - Experience & Croatia. Through conceptual and visual contrast, these two words speak of Croatia's emotional and physical, subjective and objective experience through domestic products that inspire all senses (sight, taste, smell, sound and touch) to make this experience interactive for many people. In this way, the GreeThings story is rounded up as a grip of the Greet (intangible) and the Things (tangible) experience of Croatia.

## WHERE DO YOU SOURCE YOUR PRODUCTS FROM?

The GreeThings line contains about 20 products such as aromatized wine, liqueurs, spices, bath salts, teas, sauces, beeswax candles, honey, hand cream, magnetic clips, handmade candy, coloring books, bookmarks and other items, all produced by mainly small manufacturers, family farms, trades and cooperatives. Together we promote quality and diversity of Croatian goods. Therefore, with the immense engagement of our team, love of travel, Croatia and people, GreeThings has been recognized as a great product.





## SHOP TAX FREE IN CROATIA

Spend a minimum of  
740 HRK and ask for  
your Tax Free Form

### TAX FREE ШОППИНГ В ХОРВАТИИ

Совершите покупку на сумму от 740  
кун и попросите Tax Free форму

### 在克罗地亚购物退税

最低消费 740 克罗地亚库纳，并索取您的  
退税单 (Tax Free Form)

### 크로아티아에서 면세 쇼핑을

740 HRK 이상 사용 시 물품 판매 확인서를  
받으실 수 있습니다.



Global Blue

[globalblue.com/join](https://globalblue.com/join)

# A GUIDE FOR HAPPY SHOPPING

## EVERYTHING YOU NEED TO KNOW WHEN 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. 6.1 kuna

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

**TAX FREE SHOPPING** If you spend more than 740 kn in a shop, ask for the Tax Free Form available in many stores carrying the Tax Free label.

**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.

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.

## TAKE ME HOME

CROATIAN DESIGN SHOP

🏠 Tomičeva 4 📍 1 ☎ +385 1 7987 632  
✈ takemehome.hr 📷 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!



## GREETHINGS FROM CROATIA

SOUVENIR BOXES

🏠 Sold at Take me home 📍 1 📷 f 💎 \$\$  
☎ +385 1 5811 995 ✈ greethings.hr

GreeThings line of products combines contemporary packaging design with premium quality products from Croatian family farms, trades and cooperatives. An array of products packed in attractive boxes, accompanied by a booklet describing Croatian natural beauties, cultural heritage, gastronomy and people, offers an experience of Croatia through all your senses.

## JASMINA I LUTKICE

ARTISAN DOLL SHOP

🏠 Petrinjska 40 📍 2 ☎ +385 98 795 773  
✈ jasminakosanovic.com 📷 f 💎 \$\$  
🕒 Mon-Fri 12(noon)-8pm, Sat 10am - 9pm

Enter a magical world where Jasmina creates her own vision of beautiful dolls and brings each one alive with her artistic expression. Handmade, original dolls found only in this wonderland store will take you on a stroll down memory lane and bring out your inner child. Every doll is protected by copyright.



## MARKET

### CONCEPT STORE

🏠 Frane Petrića 3 📍 📞 +385 1 4828 621

📱 f/MarketConceptStoreZagreb 💎 \$\$

🕒 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.



## LE PRASE

### PERSONALIZED GIFT SHOP

🏠 Radićeva 5 (courtyard) 📍 4 📱 f 💎 \$\$

📞 +385 98 217 484 🌐 leprase.com

🕒 Mon-Fri 11am-7pm, Sat 10am-3pm

This artisan family shop is a true little paradise for all lovers of handcrafted items, with a very special story and great design. A variety of original gifts and souvenirs awaits you, starting from eco-friendly piggy banks, illustrated jewelry & accessories, handcrafted ceramics, as well as souvenirs with motifs from Zagreb's history and lifestyle.



## KREDENCA

### CROATIAN GIFT SHOP

🏠 Radićeva 13 📍 5 📞 +385 91 5447 294

🌐 kredenca.com 📱 f 💎 \$\$ 🕒 Mon-Sun 9am-9pm

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. Tax Free refund available.

**5%**  
DISCOUNT





## ELDERICE

TEXTILE DESIGN STUDIO

🏠 Sold at Take me home, Galerija Link  
📍 1, 6 🌐 [elderice.com](http://elderice.com) 📷 📱 💎 \$\$

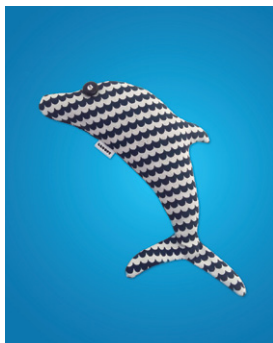
Elderice design & produce fabric storage bins, table linens, pillowcases, scarves and bags in their home studio in Zagreb. They are inspired by geometry, urban landscapes and nature. By using traditional hand printing techniques on natural fabrics, they achieve a light and organic texture of the final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

## GLOOPY

PRODUCT DESIGN

🏠 Sold at Galerija Link, Take me home, Top  
📍 1, 6, 17 ☎ +385 91 3010 308  
🌐 [gloopy.hr](http://gloopy.hr) 📷 📱 💎 \$\$

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.



## GALERIJA LINK

CROATIAN DESIGN STORE

🏠 Radićeva 27 📍 6  
☎ +385 1 4813 294  
📷 /GalerijaLink 💎 \$\$  
🕒 Mon-Sun 10am-8pm

This lovely store is your LINK to Croatian Design such as: Gloopy, VAU products, LINK sunglasses, Walligami, Elderice, Boya, Data by Despot, Filip Gordon Frank; jewellery: Lili's, Ja Naglass, Sexy Plexy, Planet Mirio, Croatian Island Collection, Jobitichi and bags designed by: Mura Pehnec, Grriva, Štambuk, Sh.esna bag, Dot of paper, KJ Design, Multirational Company, Baggizmo; ceramics made by Lidia Boševski and Orjenka Mirjan.



## EKOTEKA

FULLY RECYCLED PRODUCT

🏠 Sold at Take me home, Planetopija 📍 1, 7  
☎ +385 98 1816 259  
✈ ekoteka.hr 📷 f 💎 \$

Ekoteka are fully recycled award-winning notebooks made in Croatia. They are made of waste textiles, cardboard, recycled paper and eco paint, in packaging made from corrugated cardboard, which serves as a picture frame. When purchasing a notebook you will get spruce seeds ready for planting. Contribute! Plant a spruce!



## LIKE A MAP

CROATIAN PRODUCT DESIGN

🏠 Sold at Take me home, Planetopija, Market 📍 1, 3, 7 ✈ likeamap.com f 💎 \$\$

Like a Map products are proudly designed and produced in Croatia in a creative family collaboration of a designer and a cartographer. Notebooks and tote bags with design map prints of Zagreb are original & loving items that will bring the most beautiful memories from your trip by reliving the city's streets and squares throughout time.



## PLANETOPIJA

BOOK AND ECO SHOP

🏠 Ilica 68 📍 7 ☎ +385 1 4846 197 ✈ planetopija.hr  
📷 f 💎 \$\$ 🕒 Mon-Fri 9am-8 pm, Sun 9am-3 pm

Planetopija book and eco shop in the center of Zagreb is a place of love for books and planet Earth. It offers a great selection of books in both Croatian and English – from fiction and poetry to self-help, cookbooks and organic farming, personal development and holistic health.

There is a special section with children's books accompanied by wooden and solar toys. Wide range of eco products is here to inspire a greener lifestyle of producing less waste and being gentler to nature. These products are suited for everyday use, as well as a smart gift choice. Their motto is "Read Books and Think Green!"

# Take a piece of Zagreb with you

*Love and passion, plots  
and intrigue, nobles,  
commoners, tricksters,  
murderers...*

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



*The first  
Croatian  
historical  
novel*

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.

S	P	I
R	I	T
O	S	O



## NOTES OF ZAGREB

HOME FRAGRANCE GIFT SHOP

🏠 Skalinska 2 📍 8 📞 +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, diffuser or body mist carries a special fragrance note characteristic for the city of Zagreb and is named after a different city attractions.

## IVANA BAČURA

HANDMADE SILVER JEWELRY

🏠 Radićeva 20 📍 9 📞 +385 91 5431 321  
 🌐 ivanabacura.com 📺 f 💎 \$\$\$  
 🕒 Mon-Fri 10am-8pm, Sat 10am-6pm,  
 Sunday 11am-5pm

Locally handcrafted high-quality silver jewelry by Croatian designer Ivana Bačura is widely recognized for its extraordinary design. Its natural shape and clear lines are complemented by colorful details giving every piece a touch of extravagancy in a refined and everlasting style.



## GJONI

GOLDSMITH JOZEF GJONI

🏠 Jurišićeva 10 📍 10 📞 +385 1 4810 902  
 🌐 zlatarna-jozef-gjoni.hr 📺 f 💎 \$\$\$  
 🕒 Mon-Fri 8am-8pm, Sat 8am-2pm

Goldsmith Jozef Gjoni creates with passion great collections of handmade gold, silver, antique and traditional jewelry embedded with precious stones, pearls and corals. Their extensive offer embraces carefully crafted, ethnically significant jewelry from different regions of Croatia.

The Moretto or locally called "Morčići" is an 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 national jewelry.

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







## BASHOTA

CROATIAN JEWELRY STORE



Croatian Creation

🏠 Ilica 37, Ilica 69 📍 11

☎ +385 1 4833 623

🔗 zlatarnica-bashota.hr 📱 f 💎 \$\$\$

🕒 Mon-Fri 8.30am-1pm, 4pm-8pm,  
Sat 9am-2pm

The Bashota goldsmith family has been creating remarkable 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.

## APITERRA

CROATIAN HANDCRAFTED  
COSMETICS

🏠 Tkalčićeva 32 📍 12 💎 \$\$

☎ +385 99 6013 844

🕒 Mon-Sun 11am-11pm

Apiterra is a small family company that produces handcrafted and 100% organic cosmetics from the finest Mediterranean herbs, olive oil and honey from the island of Korčula.

Friendly staff will gladly welcome you to test the products and even taste them (yes, they are edible), as well as inform you about the ingredients and their nourishing benefits. Whether you are looking for organic skin care or body care products for yourself or as a present for your loved ones, this inviting shop is the place to go.

If visiting Poreč, stop by Apiterra store in Cardo Maximus 1.





## BLOSSOM & BLOOM

FLOWERBOX AND GIFT SHOP

🏠 Gundulićeva 5 📍 13

☎ +385 1 4678 508

📍 blossom-bloom.hr 📱 f 💎 \$\$\$

🕒 Mon-Fri 10am-8pm, Sat 10am-3pm

Inspired by beauty and endless love for flowers, Blossom & Bloom™ creates and delivers an emotional flower story that will remain in your memory forever. Every rose is carefully selected as a reflection of genuine beauty and sincere love. Sophisticated flower arrangements are unique and memorable, intended for a truly special someone and arranged into exclusively designed boxes.

This floral luxury is delivered to your doorstep in the most glamorous way by an impeccably dressed gentleman wearing white gloves and a smile, holding your unique flower box of pure style.

For a complete gift experience, they offer a choice of Moët & Chandon champagnes and delicious rose macarons in elegant packaging. You can visit the flower box gallery or simply choose a bouquet and delivery online for a fast, simple and discreet service.



## CEROVEČKI

ARTISAN UMBRELLAS

🏠 Ilica 49 📍 14 ☎ +385 1 4847 417 📍 kisobrani-cerovecki.hr

📱 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 with contemporary design, Cerovečki introduced the raincoat 'Kaplja' - functional, playful product, inspired by Šestine umbrella that makes every rainy day colorful and bright!

## LAPIDARIUM

AUTHOR JEWELRY

🏠 Radićeva 10 📍 15

☎ +385 1 5530 649

🔗 lapidarium.eu 📷 📱 💎 \$\$\$

🕒 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 also 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)

📍 15 ☎ +385 1 5530 649

🔗 lapidarium.eu 💎 \$\$\$



Show your 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) 📍 1, 3, 15

🔗 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.





## FREYWILLE

DISTINCTIVE JEWELRY FROM VIENNA

🏠 Preradovičeva 2 📍 16

☎ +385 1 5532 865

➦ [shop.freywille.com/hr](http://shop.freywille.com/hr)

📷 📱 💎 on request

🕒 Mon-Fri 9am-9pm, Sat 9am-2pm

Freywille is a global leading company in creating artistic jewelry 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 design of Freywille boutique, with its soft colors and clear shapes, invites you to discover exclusive, unique jewelry dedicated to the most famous artists in the world and reminds us once more of the historical connections between Zagreb and Vienna.



## TOP

NICHE PERFUMERY

🏠 Tomičeva 4 📍 17

☎ +385 1 7980 969

➦ [top.hr](http://top.hr) 📷 📱 💎 \$\$\$

🕒 Mon-Fri 11am-8pm, Sat 10am-3pm



For a perfectly fragrant journey, visit Top perfumery for a wonderful olfactory adventure through personalized fragrance shopping in the best niche perfumery in Zagreb!

Located next to the popular Funicular, Top offers over 35 exquisite perfume brands to choose from. Outstanding scent collections of Editions de Parfums Frédéric Malle, Profvmvm 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 diffuser or a catalytic olfactive lamp of renowned brands (Cire Trudon, Costes, Nicolai, Baobab Collection...) to bring fragrant bliss into your home.







## MAMIĆ

LUXURY WATCHES AND ACCESSORIES

🏠 Frane Petrića 7 📍 18 📞 +385 1 4870 700 ✈️ mamic.com.hr  
 📱 f 💎 \$\$\$ 🕒 Mon-Fri 9am-8pm, Sat 9am-5pm

Welcome to the ultimate luxury destination. Enjoy an enchanting shopping experience in the center of Zagreb at Mamić, official Rolex retailer and service center, also caring other watch brands and luxury accessories.

Buying a luxury piece is an emotional moment in life so treat yourself to something 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 exciting journey to make the choice that will last a lifetime.

If you are a non-EU resident, you can enjoy the tax-free shopping and get up to 17,9% refund via Global Blue.

## CROATA

(K)NOT JUST A TIE!

🏠 Ilica 5 (Oktogon passage) 📍 19  
 📞 +385 1 6457 052  
 ✈️ croata.hr 📱 f 💎 \$\$\$  
 🕒 Mon-Fri 8am-8pm, Sat 8am-3pm

All of Croatia products are created with loving attention to detail and handcrafted to perfection thus promoting 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.





## XD XENIA DESIGN

FASHION DESIGN STUDIO

🏠 Gundulićeva 5, Petrinjska 31  
 📍 20 📞 +385 1 4830 539  
 ➔ xenia-design.hr 📷 f 💎 \$\$\$  
 🕒 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.



## HYSTERIA

LITTLE STORE, GREAT IDEAS

🏠 Teslina 9 (courtyard) 📍 21 📞 +385 98 586 074  
 💎 \$\$\$ 📷 f/hysteriazagreb 🕒 Mon-Fri 10am-2pm,  
 4pm-7:30pm, Sat 10am-2pm

Hysteria - little store, great ideas - an original place where artists and designers come together to share their creations. This creative oasis offers an entire range of different fashion brands, including MAKŠ, bi.bi, Smiljka Franjić jewelry, Greek designers Ioanna Liberta and Aumorfia, Vrecha \$ Co., French sunglasses Durić and many more.



## DORA

FASHION SALON

🏠 Kamenita 2 📍 22 📷 f 💎 \$\$\$  
 📞 +385 1 4851 763  
 ➔ dora-zagreb.com  
 🕒 Mon-Fri 10am-6pm,  
 Sat 10am-2pm

Dora Rubić fashion salon is a 30 year old family owned artisan store in the historical part of the city, right next to the Stone Gate. Owners and designers, a mother and daughter, create entire women's fashion lines with a special emphasis on coats.

Top quality, exclusive natural materials such as silk, cashmere or alpaca wool, feminine cuts with elegant and timeless designs make their clothing items desirable. All pieces are unique or produced in very limited series with possibility of special custom-made offer for every individual order.

Enjoy this fashion salon that oozes with elegance in the old fashion hospitality style.

## GARDEROBA

CONCEPT STORE

🏠 Martićeva 17 📍 23 📞 +385 1 7701 177

📱 f/garderobastore 💎 \$\$\$

🕒 Mon-Fri 10am-8pm, Sat 10am-4pm

Garderoba concept store nurtures Scandinavian aesthetics in combination with Croatian design. The store offers recognized Croatian designers Ivana Omazić & Silvio Vujičić, a range of Scandinavian brands, such as By Malene Birger, Baum and Pferdgarten, Rodebjer, Ganni and Designers Remix, Cornelie Webb's jewelry, Ross & Brown eyewear and Eight&Bob perfume.



## #PETRINJSKA7

MULTIBRAND STORE

🏠 Petrinjska 7 📍 24

📞 +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.

## NATAŠA JELETIĆ

CROATIAN FASHION ATELIER

🏠 Radićeva 21 📍 25

📞 +385 95 8466 272 💎 \$\$\$

📱 f/facebook.com/pages/Atelje-Jeletic

🕒 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 item is specially constructed or deconstructed to fit all styles and personalities.



## KOZA

HANDCRAFTED LEATHER BAGS

🏠 Basaričekova 18 📍 26 📞 +385 98 202 350

💎 \$\$\$ 📱 f/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.

## ULIČNI ORMAR

VINTAGE CLOTHING &  
ACCESSORIES

🏠 Jurišićeva 16 📍 27  
☎ +385 1 4926 500  
📱 f/UlicniOrmar 💎 \$\$  
🕒 Mon-Fri 10am-8pm,  
Sat 11am-4pm

Everlasting style and a true sense of fashion are 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 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. :)



**Samsonite**  
BUSINESS

## MARAS

LUGGAGE & TRAVEL  
ACCESSORIES

🏠 Bogovićeve 1b, Ilica 47  
📍 28 ☎ +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, kids' 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.



# OUR DISTRIBUTION & PARTNERS

## HOTELS

ESPLANADE ZAGREB  
HOTEL  
SHERATON ZAGREB HOTEL  
THE WESTIN 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  
KRALJICA  
ART HOTEL LIKE  
HOTEL CALYPSO  
HOTEL DELMINIVM  
HOTEL GALERIJA  
HOTEL HOLIDAY  
HOTEL JADRAN ZAGREB  
HOTEL JARUN  
HOTEL LAGUNA  
HOTEL MERIDIJAN 16  
HOTEL PHOENIX  
HOTEL REBRO  
HOTEL RESIDENCE  
HOTEL TOMISLAVOV DOM  
HOTEL VILA TINA

## HOSTELS

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 ZAGREB  
SWANKY MINT HOSTEL  
TABAN HOSTEL  
THE CHERRY HOSTEL

## PRIVATE ACCOMODATION

AIR-ZAGREBART  
APARTMENTS  
ANCHOR APARTMENT  
ZAGREB  
APARTMENT CHECK IN  
APARTMENTS PISAC  
APARTMENTS KATARINA  
ZAGREB  
APARTMENTS TRSJE  
B&B STUDIO KAIROS  
DESIGN STUDIOS SVI-MI  
LOBAGOLA B&B  
PRAŠKA 8 APARTMENTS  
PUZZLE APARTMENT  
ZAGREB  
SOBE ZAGREB 17

## PARTNERS & INSTITUTIONS

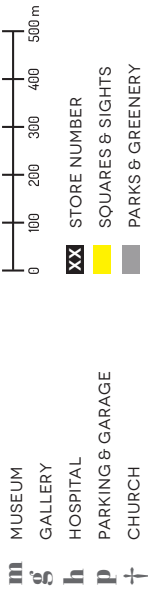
SAMOBOR TOURIST BOARD –  
INFORMATION CENTRE  
ZAGREB COUNTY TOURIST  
BOARD – INFORMATION CENTRE  
ZAGREB TOURIST BOARD  
ZAGREB TOURIST BOARD –  
INFORMATION CENTRES  
  
AMERICAN CHAMBER OF  
COMMERCE IN CROATIA  
ARCHAEOLOGICAL MUSEUM  
ATELIER MEŠTROVIĆ  
AUSTRIAN CULTURAL FORUM  
CROATIAN CHAMBER OF  
ECONOMY  
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  
EUROPEAN AFFAIRS  
MUSEUM OF ARTS AND CRAFTS  
MUSEUM OF BROKEN  
RELATIONSHIPS  
50 A BURGER &  
CHAMPAGNE BAR  
ROCKET BURGER CAFE

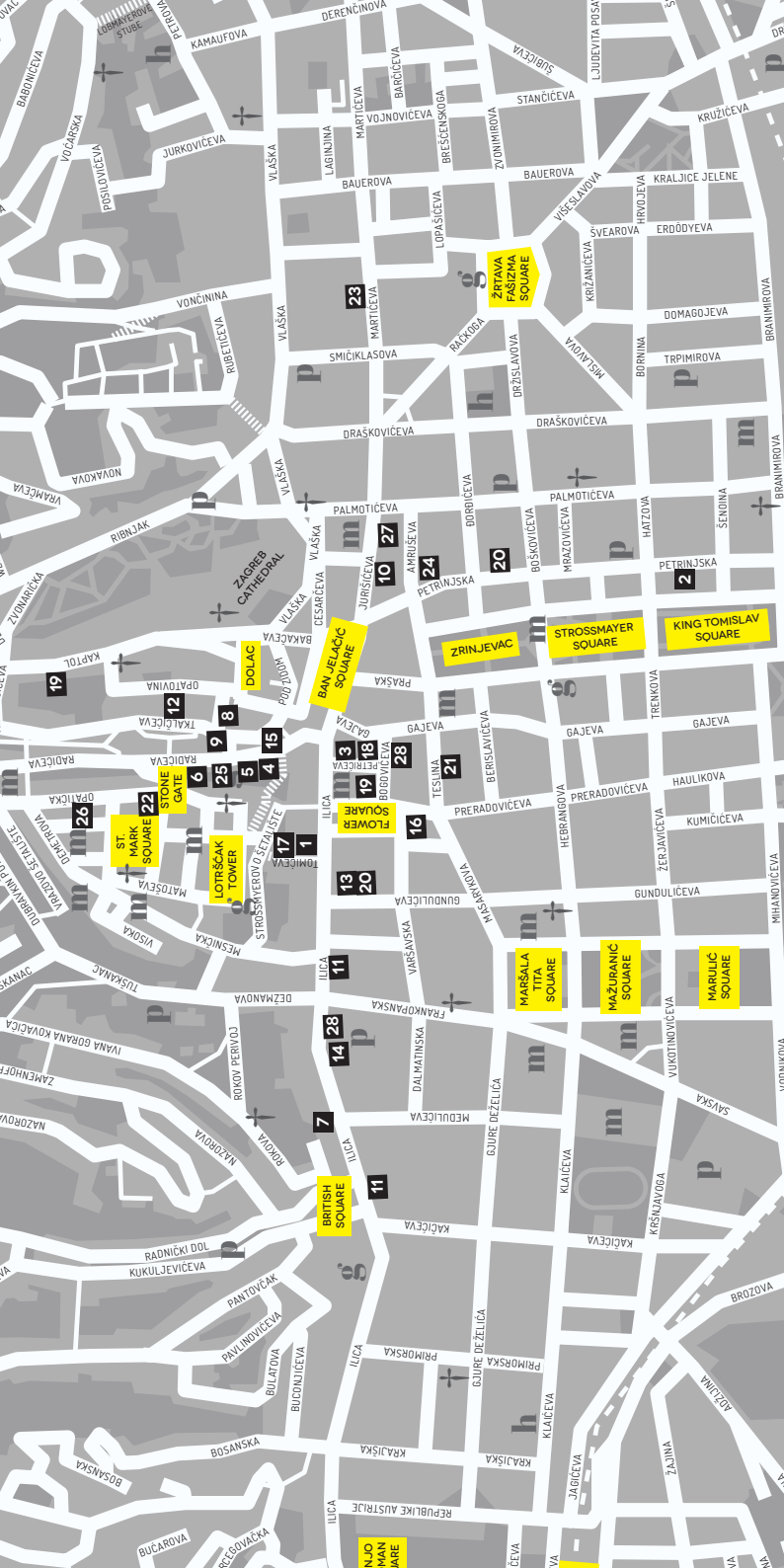
## STORES 9

- 1 TAKE ME HOME  
GREETINGS FROM CROATIA  
ELDERICE  
GLOOPY  
EKOTEKA  
LIKE A MAP  
THE GOLDSMITH'S TREASURE  
BY AUGUST ŠENOVA  
ZLATNI LICITAR  
JASMINA I LUTKICE  
MARKET  
LIKE A MAP  
ZLATNI LICITAR  
LE PRASE  
KREDENCA  
GALERIJA LINK  
ELDERICE  
GLOOPY  
THE GOLDSMITH'S TREASURE  
BY AUGUST ŠENOVA  
PLANETOPIJA  
EKOTEKA  
LIKE A MAP  
THE GOLDSMITH'S TREASURE  
BY AUGUST ŠENOVA

- 8 NOTES OF ZAGREB  
IVANA BAČURA  
GJONI  
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APITERRA  
BLOSSOM & BLOOM  
CEROVEČKI  
LAPIDARIUM  
ADRIATIC CORAL BY  
LAPIDARIUM  
ZLATNI LICITAR  
FREYWILLE  
TOP  
GLOOPY  
MAMIĆ  
CROATA  
XD XENIA DESIGN  
HYSTERIA  
DORA  
GARDEROBA  
#PETRINJSKA7  
NATAŠA JELETIĆ  
KOZA  
ULIČNI ORMAR  
MARAS

# STORE LISTING & MAP







# Enjoy



## THE MOST LOVED CROATIAN BEER



since  
1892