

# INSIGHT design GUIDE

AUTHENTIC & UNIQUE SHOPS IN ZAGREB

PRESENTING

PRODUCTS MADE IN  
CROATIA, HANDMADE GIFTS,  
ORIGINAL SOUVENIRS,  
ARTISAN JEWELRY, ICONIC  
FASHION, CONCEPT STORES,  
CROATIAN DESIGN  
& MORE

FEATURING  
LOCAL  
DESIGNS AND  
CRAFTS

CITY CENTER MAP INCLUDED!

FEBRUARY - APRIL 2019  
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**Zagreb**  
CROATIA

  
**CROATIA**  
Full of life

Photo: Marija Gasparović

# INSIDE THE GUIDE

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## FEATURE

- 12 LOCAL DESIGNS AND CRAFTS**  
An interview with Ranka Grgić Posavec from Take me home - Croatian design shop and Thomislav Cerovečki from Cerovečki artisan family

# PRE- SENT- ING

**15–28**

**PRODUCTS MADE IN CROATIA, HANDMADE GIFTS, ORIGINAL SOUVENIRS, ARTISAN JEWELRY, ICONIC FASHION, CONCEPT STORES, CROATIAN DESIGN & MORE**

# INSIGHT design GUIDE



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## COVER STORY

The cover motif represents the facade of a typical Zagreb building, which can be found in numerous streets of Lower Town, characteristic for the historicism period. First elements of early historicism appear in the 1840s in Zagreb's architecture and are also related to the planned development of the Lower Town. The most famous buildings from the period are the Rosenfeld House (intersection of Mesnička and Ilica Street), the Buratti palace (Zrinjevac), the building of the Croatian-Slavonian Economic Society (Republic of Croatia Square 2&3) and Klein's Synagogue in Praška Street (destroyed during the World War II). Therefore we advise you to take the opportunity to see all the beautiful facades of numerous buildings testifying to the rich culture and history of Zagreb while walking around its streets. In the near future many of them will finally get their fresh attire.

## LEGEND

ADDRESS

LOCATION ON MAP

TELEPHONE

WEB SITE

INSTAGRAM

FACEBOOK

WORKING HOURS

PRICE RANGE

\$ - on a budget

\$\$ - affordable

\$\$\$ - mid-high

\$\$\$\$ - luxury



SPECIAL

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# EDITOR'S LETTER

## DEAR TRAVELER

No matter whether you are here for business or leisure, for a day or more, Zagreb is a beautiful city to visit in spring time. We are hoping for the best weather, because Zagreb can be adventurous too! Take your time to stroll through beautiful city parks, open farmers' markets, charming Upper Town, hidden courtyards, as well as to indulge in offer of local craftsmen presented in this guide.

This issue is a very special one, as it is our 20<sup>th</sup> edition, and what better way to celebrate this jubilee than by presenting two very special shops that have been a part of this publication for all of our twenty issues! Therefore, in this issue's interview you can read about the 100-year-old tradition of family artisans of Kišobrani Cerovečki that specialize in creating umbrellas and parasols and are the only manufacturers of the famous Šestine umbrella. On the other hand, Ranka Grgić Posaved through her Take me home shop continuously promotes Croatian design by offering more than 60 local design brands.

We always try to choose the most authentic and unique shops in our city and present them to you in this Guide. Whether you are looking for an original souvenir, artisan jewelry, Croatian fashion brands, niche products, Croatian design – we got it all! All these shops are run by individuals that make this city come to life. Use the opportunity to meet them and discover their products and history. We are sure you will discover something special, something you would like to take home as a reminder of your time spent here.

Zagreb is a destination for more than just a day, so take your time and be our guest for a while.

We are happy to have you in our city!

Insight Design Guide

[INSIGHTDESIGNGUIDE.COM](http://INSIGHTDESIGNGUIDE.COM)



# WELCOME TO ZAGREB

PRESENTING  
PRODUCTS MADE IN  
CROATIA, HANDMADE  
GIFTS, ORIGINAL  
SOUVENIRS, ARTISAN  
JEWELRY, ICONIC  
FASHION, CONCEPT  
STORES, CROATIAN  
DESIGN & MORE



MARINSKI HEARTMADES  
Sold at Take me home

Alluring, blooming, flourishing and welcoming – that is Zagreb in the spring time! This is a perfect time of the year to enjoy ideal weather, beautiful scents coming from first spring flowers and nice city strolls through the downtown parks.

LIKE A MAP  
Sold at Take me home, Galerija Link, Market

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!

## ARTS, CRAFTS & PRODUCT DESIGN

Looking for a very special souvenir?! How about a handmade **CEROVEČKI** (Ilica 49) umbrella with a 100-year-old tradition? **THE GOLDSMITH'S TREASURE** by August Šenoa is a perfect cultural souvenir and a great present for book lovers. For handcrafted ceramics, we suggest **MARINSKI HEARTMADES**. **LIKE A MAP** products will relive city's streets & squares with designed map prints of Zagreb applied on posters, notebooks, bags and pillowcases. **LIST** textile design studio have perfect decorations for your home.



LIST  
Sold at Take me home, Galerija Link

## DESIGN SHOPS

**TAKE ME HOME** (Tomičeva 4) and **GALERIJA LINK** (Radićeva 27) offer the best of Croatian design, while **MARKET** concept store (F. Petrića 3) has an interesting selection of both local and international design.



## DELICACIES

Premium selection of Croatian sweet and savory bits, are waiting for you in **KREDENCA** (Radićeva 13).



TOP, Tomičeva 4, Trg bana Josipa Jelačića 13

## SCENTS

For exclusive niche fragrances visit **TOP** perfumery (Tomičeva 4, Trg bana Josipa Jelačića 13), 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 & MORE

**BLOSSOM & BLOOM** (Gundulićeva 5) is a flowerbox and gift shop specialized in creating and delivering an emotional flower story to your special someone. No styling is complete without cool eyewear such as **IZIPIZI** (Dežmanova 5). **MARAS** (Bogovićeva 1b, Ilica 47) is a place you will go after all this shopping

MARKET, Frane Petrića 3



NOTES OF ZAGREB, Skalinska 2

for more 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. **IVANA BAČURA** offers extraordinary handmade silver jewelry (Radićeva 20). For jewelry inspired by Croatian heritage, **JOZEF GJONI** (Jurišićeva 10), **BASHOTA** (Ilica 39)



IZIPIZI, Dežmanova 5

or **ZAKS** ( Trg bana Josipa Jelačića 1, Masarykova 9) are the perfect choices. Presenting artistic enamel jewelry, **FREYWILLE** grand boutique (Preradovićeva 2) awaits you.

FREYWILLE, Preradovićeva 2





XD XENIA DESIGN, Gundulićeva 5



GARDEROBA, Martićeva 17

ULIČNI ORMAR, Jurišićeva 16 (courtyard)



## FASHION

It is often said that Croatian women love to dress (and impress) so take the opportunity to check out Croatian fashion brands!

**XD XENIA DESIGN** (Gundulićeva 5) for exclusive arty fashion and **HYSTERIA** (Teslina 9, courtyard) for an avant-garde style, while **DORA** fashion salon (Kamenita 2) is a family run boutique set up in



DORA, Kamenita 2

charming Upper Town specialized in coats and one of a kind outfits. In the Upper Town, you will also find cute little store & workshop offering artisanal leather bags - **KOZA** (Baseričekova 18). **#PETRINJSKA7** (Petrinjska 7) has a selection of Croatian and international fashion brands, while **GARDEROBA** (Martićeva 17) is known for Scandinavian aesthetics combined with Croatian design.

**DA DA!** (Praška 10) fashion store offers original Italian brands, while **ULIČNI ORMAR** (Jurišićeva 16, courtyard) cherishes vintage clothing and everlasting style.

DA DA!, Praška 10



I love to travel!

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[croatiaairlines.com](http://croatiaairlines.com) [m.croatiaairlines.com](https://m.croatiaairlines.com)



A STAR ALLIANCE MEMBER



 CROATIA AIRLINES



## TRANSPORTATION AROUND THE TOWN

### TRAMS AND BUSES

#### ZET-ZAGREB MUNICIPAL TRANSIT SYSTEM

SINGLE TICKET 4 kn (30 min),  
10 kn (90 min)

DAILY TICKET 30 kn

FUNICULAR (CABLE CAR)

Ticket price 5 kn (one way)

#### TAXI SERVICES

Includes different taxi  
providers at reasonable prices.

#### BIKE SHARING SYSTEM

Available all over town.

### PARKING

#### STREET PARKING

You can pay parking with m-parking  
(mobile parking payment option) if  
you have a Croatian mobile phone  
number, or at the parking ticket  
machine. The ticket must be displayed  
on your dashboard. Street parking is  
checked regularly, so do not try to  
avoid paying.

#### GUARDED PARKING

There are many guarded parking lots  
in Zagreb. Depending on location and  
ownership (city or private parking),  
prices vary from 7 kn/h up to 14 kn/h.



# 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 + 1 hour  
On 31.3.2019. at 2am clocks will be turned 1 hour forward.

**CLIMATE** Zagreb has a continental climate with an annual average temperature of 11°C (52°F). In the spring time record indicate temperatures by day reaching to 16°C (61°F) on average and falling to 8°C (46°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**

21.4. Easter  
22.4. Easter Monday  
1.5. Labour Day

**GENERAL INFORMATION NUMBER** 18981

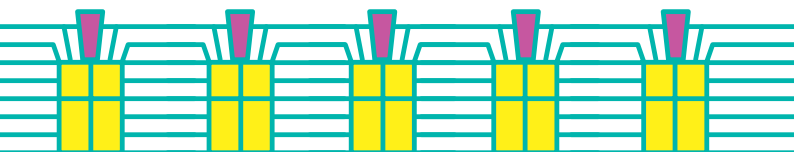
**ROADSIDE VEHICLE ASSISTANCE** 1987/  
+385 1 1987

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

**ZAGREB BUS STATION**  
072 500 400 / +385 1 6471 100

**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-2pm)  
Branimirova 4, +385 1 4981 550  
(Mon-Sun 7am-12am)



## CROATIAN CHAMBER OF ECONOMY

**ZAGREB CHAMBER**

🏠 Draškovićeve 45 📞 +385 1 4606 777  
📍 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*



# SHARE YOUR MEMORIES WITH

INSIGHT DESIGN GUIDE



# LOCAL DESIGNS AND CRAFTS

FOR OUR 20<sup>TH</sup> EDITION IN THESE INTERVIEWS WE PRESENT, CEROVEČKI ARTISAN FAMILY SPECIALIZED IN CREATING HANDMADE UMBRELLAS AND RANKA GRGIĆ POSAVEC, THE OWNER OF TAKE ME HOME CROATIAN DESIGN SHOP.



## TAKE ME HOME, RANKA GRGIĆ POSAVEC

**TAKE ME HOME IS MORE THAN A CULTURAL GIFT SHOP. IT IS A CONCEPT DESIGN STORE, OFFERING NUMEROUS CROATIAN BRANDS. CAN YOU TELL US MORE ABOUT YOUR SHOP AND THE IDEA BEHIND IT?**

We are very proud to have more than 60 local design brands in our shop. The shop has been open for more than five years now and it is great to see how the idea of offering local, unique, quality design items to both Zagreb's citizens and its visitors has been welcomed and appreciated by all our customers.

**WHICH CRITERIA NEED TO BE FULFILLED SO THAT THE PRODUCT CAN BE FOUND ON YOUR SHELVES?**

Croatian designers and creatives have been very entrepreneurial over the past few years, so our task to choose the best is getting tougher every day. Our main criterion is quality, both in production and in design, but we also want the products that are smart, ecofriendly, multipurpose and at the same time small and lightweight enough to fit in every traveler's bag. We always try to keep our offer interesting by

mixing established designers with the emerging ones and by catering to different tastes and age groups.

**RECENTLY YOU INTRODUCED YOUR OWN HOME DECOR COLLECTION. WHAT CAN BE FOUND IN IT?**

Our starter collection called Croatian lace is our contribution to reviving one of Croatia's oldest and most cherished traditions of lacemaking, dating from the Renaissance times and now inscribed on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity. In the collection we present three of our most beautiful lace designs; Pag, Hvar & Lepoglava lace used in contemporary patterns on functional products such as kitchen towels, pot holders, coasters and pocket mirrors.

**HOW WOULD YOU DESCRIBE YOUNG CROATIAN DESIGNER BRANDS AND HOW DO THE BUYERS RESPOND TO ORIGINAL PRODUCTS WHICH CAN BE FOUND IN YOUR SHOP?**

Croatian design is often minimalistic, so people sometimes comment how they are reminded of Japanese design in our shop. But there are also those playful, colorful brands that bring so much of their own positive emotion into their designs. You can often see handwork and old crafts incorporated into modern designs and buyers really appreciate that. Generally speaking, creativity and innovation combined with traditional motifs or workmanship is the winning combination in our shop.



## KIŠOBRANI CEROVEČKI, FAMILY CEROVEČKI

### **CEROVEČKI UMBRELLAS ARE A FAMILY ARTISAN PRODUCTION WITH A 100-YEAR-OLD TRADITION. CAN YOU TELL US MORE ABOUT YOUR CRAFTSMANSHIP HISTORY?**

We are very proud to be a part of a 100-year-old umbrella production craftsmanship. With love and dedication we are continuing the family business for the third generation. In 1912 Mr. Mijo Capanec founded the "Capanec" umbrella craft company in Varaždin. As Mr. Capanec did not have children, he took his nephew Gabrijel Cerovečki to study the umbrella-making trade and continue the work. In 1936 Gabrijel Cerovečki became manager of the Julia Arbanas umbrella workshop in Ilica 19, and later in 1943 he took over the production as an independent craftsman. Gabrijel passed on the knowledge of umbrella production to his son Krešimir, and they worked together at this address until 1967, when they moved to Ilica 50 from where Gabrijel retired in 1975. The family craftsmanship was continued by Krešimir. We repair and manufacture umbrellas and parasols, and we are the only manufacturer producing the famous Šestine umbrella. Craftsmanship has patiently been passed on from grandfather Gabrijel to his son Krešimir and since 2012 to grandson Thomislav.

### **ONE OF THE SYMBOLS OF ZAGREB – THE ŠESTINE UMBRELLA IS YOUR PIECE OF ART. CAN YOU DESCRIBE THE PROCESS OF MAKING THE FAMOUS UMBRELLA?**

The Šestine umbrella, being a part of the Šestine folk costume, is a well recognized symbol of the city of Zagreb. It dates back to the mid-18<sup>th</sup> century and it is inscribed on the List of Protected



Intangible Cultural Heritage of the Republic of Croatia. The umbrella is characterized by a red cotton canvas with colorful stripes, a thick wooden rod and a naturally bent chestnut handle. The production itself includes knitting, sewing, skeleton joining, sewing of small parts, and handle assembly. Almost three hours of work are required to produce one Šestine umbrella.

### **HOW WOULD YOU DESCRIBE YOUR JOB?**

Sometimes we joke that we are 4 in 1 artisans! Meaning we do everything by ourselves - from production, sales, paperwork and marketing. Our job is never boring, it is very creative in terms of production and also quite demanding. Our greatest motivators are our satisfied customers, both from Croatia and all over the world.

### **CAN YOU TELL US A BIT MORE ABOUT ADDITIONAL ASSORTMENT TO YOUR STANDARD OFFER?**

*Kaplja* raincoat has been in our offer for 6 years, since the collaboration with designer Ana Rimac. It is a product created for the contest for the best contemporary souvenir in which we won two awards; the Prize of the Public and the Prize of the Jury. For additional men's and women's accessories we have decided to include other Croatian producers, therefore we offer women's leather bags and gentlemen's elegant wooden walking sticks made in Croatia.

# 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. 6.5 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.

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!



## MARINSKI HEARTMADES

HANDMADE CERAMICS & JEWELRY

🏠 Sold at Take me home 📍 1 📷 f 💎 \$\$

☎ +385 92 1888 320 🔗 marinski.me

Marina Marinski creates heartwarming, dreamy, fairytale-like ceramics you simply want to have. Serving bowls, cups, planters and jewelry are all handmade with love in a family studio using traditional materials & techniques. Inspired by nature and childhood memories these heartmades will be your every day companion.





## LIKE A MAP

CROATIAN PRODUCT DESIGN

🏠 Sold at Take me home, Galerija Link, Market 📍 1, 2, 3 🌐 [likeamap.com](http://likeamap.com) 📷 📱 💎 \$\$

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.

## GALERIJA LINK

CROATIAN DESIGN STORE

🏠 Radićeva 27 📍  
☎ +385 1 4813 294  
🌐 [galerija-link.hr](http://galerija-link.hr) 📷 📱 💎 \$\$  
🕒 Mon-Sat 10am-8pm

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



## MARKET

CONCEPT STORE

🏠 Frane Petrića 3 📍 3 ☎ +385 1 4828 621  
📷 📱 /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.

## IVANA BAČURA

### HANDMADE SILVER JEWELRY

🏠 Radićeva 20 📍 4 📞 📧 ivanabacura.com 📞 +385 91 5431 321  
🕒 Mon-Fri 11am-7pm, Sat 11am-5pm

Locally handcrafted 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 this jewelry a touch of extravagancy in a refined and everlasting style.



## LIST

### HOME DECOR

🏠 Sold at Take me home, Galerija Link  
📍 1, 2 📞 listliving.eu 📧 📞

List (Eng. Leaf) design and produce fabric storage bins, bread bags, table linens, pillowcases, scarves and bags in their Zagreb studio. They are inspired by geometry, urban landscapes and nature. By using organic fabrics such as linen or cotton List achieves light natural texture of the final product enhanced by delicate shades of pattern colors.



## NOTES OF ZAGREB

### HOME FRAGRANCE GIFT SHOP

🏠 Skalska 2 📍 5 📞 +385 1 4873 460  
📞 notesofzagreb.com 📧 📞  
🕒 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.







## BASHOTA

CROATIAN JEWELRY STORE

🏠 Ilica 37, Ilica 69 📍 6

☎ +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 customer's 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.

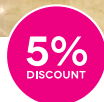


## KREDENCA

CROATIAN GIFT SHOP

🏠 Radićeva 13 📍 7 ☎ +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.

# THE GOLDSMITH'S TREASURE BY AUGUST ŠENOVA

A GENUINE TALE OF ZAGREB

🏠 Sold at Take me home,  
📍 1 📞 +385 91 3010 456  
📧 spiritoso.hr 📱 💎 \$\$

Take a piece of Zagreb with you! The first Croatian historical novel, a tale of forbidden love between the daughter of a goldsmith and a nobleman's son set against the backdrop of the streets and squares of 16<sup>th</sup> century Zagreb, represents a true cultural souvenir.

Love and passion, plots and intrigue, nobles, commoners, tricksters... A patchwork of colorful characters is bound to leave you breathless!

The visual concept is the result of an attempt to combine the Renaissance plot of the novel, a Romantic literary style, and the modern interpretation of the digital-age readers, designed by Croatian designers.



*The first  
Croatian  
historical  
novel*



## GJONI

GOLDSMITH JOZEF GJONI

🏠 Jurišićeva 10 📍 8 📞 +385 1 4810 902  
📧 zlatarna-jozef-gjoni.hr 📱 💎 \$\$\$  
🕒 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 perfection of their filigree work is visible in every item created by the experienced hands of mister Gjoni, which got their jewelry to be featured in famous Tv series Game of thrones.

If you are interested in rich history and nobility of different regions in Croatia, simply visit Jozef Gjoni jewelry store. Traditional jewelry from Dubrovnik region, famous Šibenik Butons, Moričići from North West part of Croatian costal line and all the way to famous Zagreb's traditional motif - Licitar hearts are available in different designs and jewelry items.



## BLOSSOM & BLOOM

FLOWERBOX AND GIFT SHOP

🏠 Gundulićeva 5 📍 9

☎ +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.

## TOP

NICHE PERFUMERY

🏠 Trg bana Josipa Jelačića 10  
& Tomićeva 4 📍 17 💎 \$\$\$

☎ +385 1 4668 986,

+385 1 7980 969 📍 top.hr 📱 f 🕒 Mon-Fri 10am-8pm, Sat 9am-3pm



For an adventurous journey of olfactory discovery visit TOP, Zagreb's best niche perfumeries. A truly unforgettable experience includes personalized fragrance shopping in the heart of Zagreb! You can conveniently find them at No.13 on the Main Square & right next to the popular Funicular in Tomićeva Street. TOP offers more than fifty exquisite perfume, skin care, and home fragrance brands for you to choose from.

An outstanding scent collections of Byredo, Editions de Parfums Frédéric Malle, Escentric Molecules, Juliette Has A Gun, Profvmvm Roma, Roja Parfum and Xerjoff are just some on offer in their two stores.

For best skin care choose from Australian Aesop, to premium brands such as Dr. Barbara Sturm or Dr. Jackson's beauty products. Get your hands on a difficult-to-find collection of oud scents and a generous selection of exquisite home fragrances: scented candles, diffusers or catalytic olfactive lamps of renowned brands (Cire Trudon, Baobab Collection, Costes, Nicolai) perfect for bringing a fragrant bliss into your home.



# ZAKS

PREMIUM JEWELRY STORE

🏠 Trg bana Jelačića 1, Masarykova 9

📍 11 ☎ 01 3706 009 📧 zaks.hr 📷 📺

💎 \$\$\$ 🕒 Mon-Fri 8am-8pm,  
Sat 8am-6pm

Zaks is a renown Croatian jewelry retailer and producer with a long tradition for amazing collections of classical, contemporary and traditional jewelry.

Considering today's fascination with trends and technology, often let us forget that jewelry is not a product of the present, but was rather inspired by folk jewelry which by no means is less interesting nor attractive. The collection of Croatian traditional jewelry inspired by heritage and history, is perfectly crafted by the Zaks goldsmith masters.

If you are looking for a wearable souvenir, such as a beautiful pair of earrings or a necklace inspired by Croatian rich history and culture, the Zaks heritage collection will sweep you off your feet.

**SPECIAL OFFER** – bring your copy of Insight Design Guide with you and you will receive a special discount.



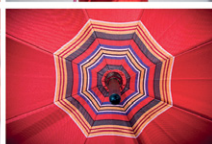
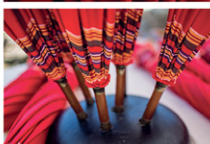


## KOZA

### HANDCRAFTED LEATHER BAGS

🏠 Basaričekova 18 📍 12 📞 +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.



## CEROVEČKI

### ARTISAN UMBRELLAS

🏠 Ilica 49 📍 13 📞 +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. In this shop you can find Made in Croatia leather bags, elegantly crafted walking sticks and famous Šestine umbrella, 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 📍 14

☎ +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.



## ADRIATIC CORAL BY LAPIDARIUM

CORAL JEWELRY

🏠 Sold at Lapidarium, Zlatarna Mario (Krvavi most 2)

📍 14 ☎ +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, 14

🌐 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.



## IZIPIZI STORE

PARIS DESIGN GLASSES

🏠 Dežmanova 5 📍 15

☎ +385 91 6027 125 ✈ izipizi.com

📱 f 💎 \$\$ 🕒 Mon-Sat 9am-9pm

The Izipizi flagship store offers collections of classically reinvented glasses. Designed to fit, for reading and for the screens, for the sun and just for fun, for adults and kids. Their wide offer follows trendy, fresh, dynamic and colorful vibes.

These everyday glasses will put a smile on your face with no limit to your taste!



## FREYWILLE

DISTINCTIVE JEWELRY FROM VIENNA

🏠 Preradovičeva 2 📍 16 ☎ +385 1 5532 865 ✈ shop.freywille.com/hr

📱 f 💎 on request 🕒 Mon-Fri 9am-8pm, 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.





## GARDEROBA

CONCEPT STORE

🏠 Martićeva 17 📍 17

☎ +385 1 7701 177 🌐 garderobastore.hr 📷 f

💎 \$\$\$ 🕒 Mon-Fri 10am-8pm, Sat 10am-4pm

Garderoba nurtures Scandinavian aesthetics in combination with Croatian design. The store offers Croatian fashion label KLISAB, a range of Scandinavian brands, such as By Malene Birger, Baum und Pferdgarten, Rodebjer, GANNI, Designers Remix, Libertine-Libertine, Henrik Vibskov, Wood Wood, Cornelia Webb's jewelry, Ross & Brown eyewear and Eight&Bob perfume.



## DA DA!

FASHION STORE

🏠 Praška 10 📍 18 💎 \$\$\$ 📷 f dada\_fashionstore

🕒 Mon-Fri 10am-8pm, Sat-Sun 10am-3pm

Be yourself no matter what they say is a motto of this creative boutique. Inspired by countless travels and love for unique fashion, Da da! offers statement design, premium quality, men's and women's garments by original Italian brands such as Antonello Serio, Absolut Joy, Sexy Woman, Vicolo Female.



## #PETRINJSKA7

MULTIBRAND STORE

🏠 Petrinjska 7 📍 19 ☎ +385 1 4922 813

🌐 petrinjska7.com 📷 f 💎 \$\$\$

🕒 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.





## 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 9040 250

📷 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 MAKs, bi.bi, Smiljka Franjić jewelry, Greek designers Ioanna Liberta and Aumorfia, Vrecha \$ Co., French sunglasses Durié and many more.



## DORA

FASHION SALON

🏠 Kamenita 2 📍 22 📞 +385 1 4851 763 🔗 dora-zagreb.com 📷 f 💎 \$\$\$

🕒 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.



## MARAS

### LUGGAGE & TRAVEL

### ACCESSORIES

🏠 Bogovićeva 1b, Ilica 47  
📍 23 📞 +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.

## ULIČNI ORMAR

### VINTAGE CLOTHING & ACCESSORIES

🏠 Jurišićeva 16 📍 24 📞 +385 1 4926 500  
✈️ ulicni-ormar.hr 📷 f 💎 \$\$  
🕒 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. :)







## ZAGREB MARKETS

Zagreb has vibrant and lively daily as well as weekly market culture. You can find farmers and flea markets all year around. Farmers' markets are open every day and for most locals they serve as a great source of fresh meat, fish, veggies and fruits on a daily basis. Of course, markets are most crowded on Saturdays, which is the most common day for visiting.

Besides Dolac, you should not miss Sunday's weekly Antique fair at the British Square, as well as Hrelić, a massive flea market in Jakuševac situated on the outskirts of the city – where you can get literally anything, whether it be a car, second hand clothing or used kids' toys, among many other curiosities.

Markets' opening hours are from 6:30 am to about 2 pm every day except on National holidays.

Photo by Buco Balkanessi



# 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

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

HOTEL CHIC

HOTEL DAY AND NIGHT

HOTEL LAPIDARIUM

HOTEL LOVE CROATIA

HOTEL MOVING

HOTEL 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

IRUNDO ZAGREB  
APARTMENTS

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

OMMA KOREAN RESTAURANT

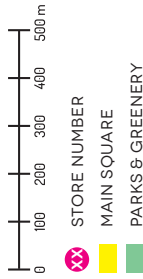
ROCKET BURGER CAFE

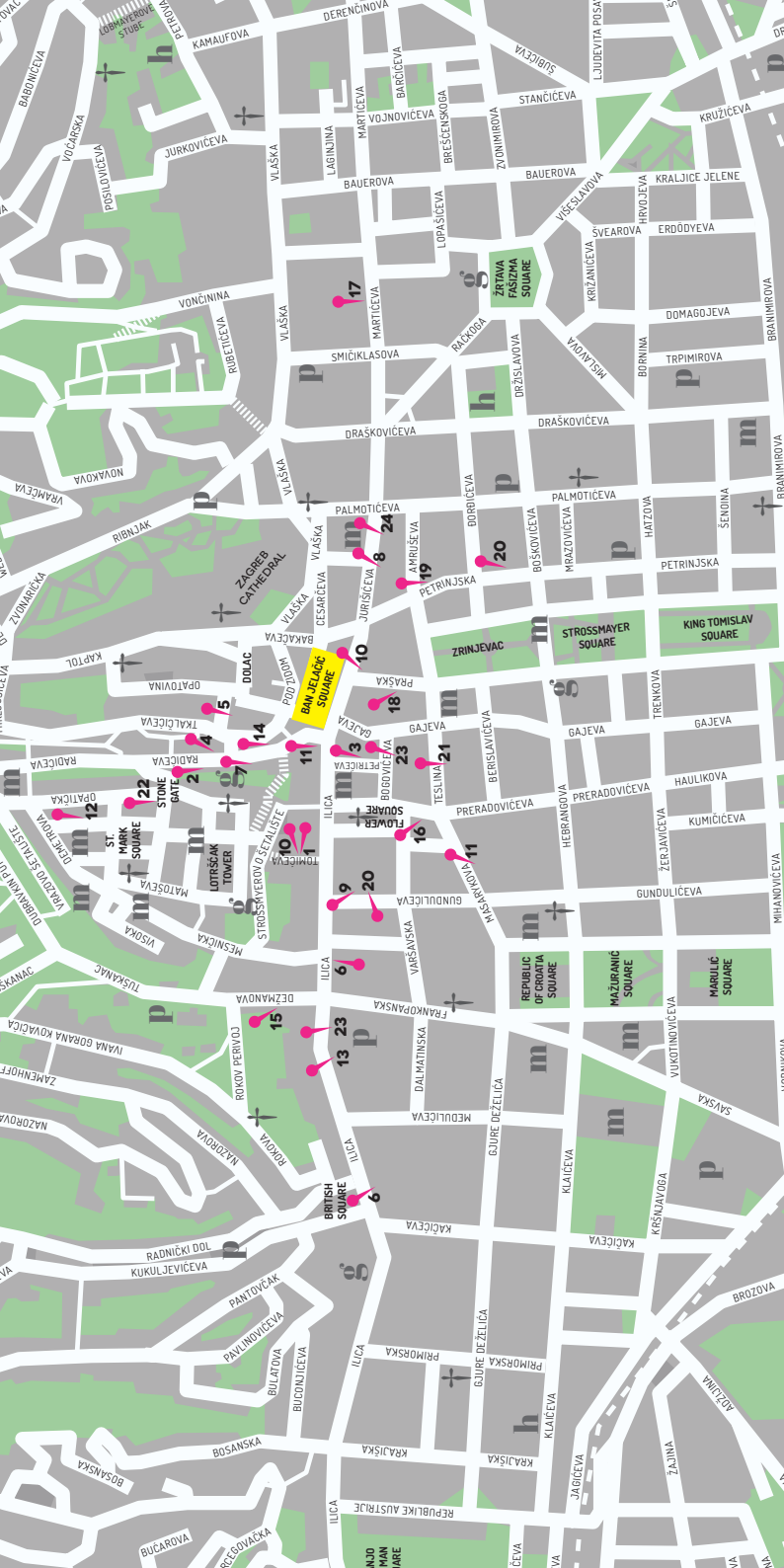
## STORES

- 1** TAKE ME HOME
- MARINSKI HEARTMADES
- LIKE A MAP
- LIST
- THE GOLDSMITH'S TREASURE
- BY AUGUST ŠENOVA
- ZLATNI LICITAR
- 2** GALERIJA LINK
- LIKE A MAP
- LIST
- 3** MARKET
- LIKE A MAP
- ZLATNI LICITAR
- IVANA BAČURA
- 4** NOTES OF ZAGREB
- 5** BASHOTA
- 6** KREDENCA
- 7** GJONI
- 8** BLOSSOM & BLOOM
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# STORE LISTING & MAP

**m** MUSEUM  
**g** GALLERY  
**h** HOSPITAL  
**p** PARKING & GARAGE  
**+** CHURCH







◆ Enjoy ◆



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CROATIAN BEER**



**since  
1892**