

ROME

HOTEL EDEN

One day itinerary: Shopping

If Milan is Italy's Fashion Capital, then Rome is its Shopping Capital. Whether you're after designer labels or traditional craftsmanship, the city is filled with excellent opportunities to expand your wardrobe. Learn how to dress like an Italian at the glamorous Via Condotti, pick up unique antiques at Via dei Coronari, and uncover the best boutiques in the city with this one-day shopping itinerary.

Start the day with a five-minute walk to Piazza Mignanelli.



VALENTINO

T: 006 9451 5710 | Piazza di Spagna 38, 00187 Rome

The historic square of Piazza Mignanelli features the atelier headquarters of Valentino, one of the country's leading Italian fashion houses. Gaze at the grand palazzo and imagine the fashion magic taking place inside, before visiting the grand Valentino boutique opposite on Piazza di Spagna to browse the latest collections on display.

Then, take a two-minute walk to the top of Via Condotti, next to Piazza di Spagna.



VIA CONDOTTI

00187 Rome

Via Condotti is the most glamorous street in Rome. Nearly every address is a designer boutique, showcasing new collections straight off the catwalk. Many of Italy's greatest fashion labels, such as Gucci, Prada, Dolce & Gabbana and Giorgio Armani, call this illustrious avenue home, sharing the road with international brands such as Burberry, Cartier and Montblanc.

Palazzo Fendi can be found at the bottom end of Via Condotti.



PALAZZO FENDI

T: 006 3345 0890 | Largo Goldoni 420, 00187 Rome

If you're a devotee of luxury Italian fashion house Fendi, make time to visit the refurbished Palazzo Fendi. The five-storey flagship store is housed in a stunning building and features ready-to-wear fashion for men and women. Award-winning Japanese eatery Zuma, on the palazzo's fourth floor, is an excellent spot for those who wish to lunch in style.

Next, take a 15-minute walk to Via dei Coronari.



VIA DEI CORONARI

00186 Rome

For antiques shopping in Rome, there's nowhere better than Via dei Coronari. Follow the city's well-heeled locals down this charming cobbled street to discover quaint stores displaying all kinds of antiques, from art and jewellery to books and interiors. Whether you're seeking a unique piece of furniture for your home, a rare collectable or a historic artefact, you'll find it here.

The final destination of the day is a 10-minute walk from here.



CHEZ DÉDÉ

T: 006 5728 5994 | *Via di Monserrato 35, 00186 Rome*

Exuding French elegance with a touch of Italian flair, this stylish space is part-boutique and part-gallery. Founded by two of the city's top creative directors in fashion, Daria Reina and Andrea Ferolla, the intriguing concept store brings together handcrafted items from around the world. From tote bags and cashmere shawls to objets d'art and tableware, there's much to discover.

Hail a taxi and enjoy a 20-minute drive back to the hotel.

All journey times are approximate and subject to variation.