

For Shoppers Only

Welcome to shopping wonderland

You can easily combine a love for travel with a love for shopping in Italy if you know where to look! Plan your trip to give yourself considerable time to navigate your way through the streets (and shops) of the small towns, and extra time to do your bargain hunting. Some excellent purchase options are clothes, especially designer dresses, shoes, gloves, silk ties, shirts; lacework, gold and silver jewelry, leather goods (handbags, gloves, cases, boxes, luggage), ceramics, alabaster, woodwork, embroidery, glass and crystal.

Italian products are known for their high quality, innovative design, and impeccable style. Stores are open daily from 10:00 a.m. to 1:00 p.m. They close for a lunch break and reopen at 3:00 p.m. until 7:30 p.m. In larger cities, stores do not close for lunch and are open later (until 10:00 p.m.). Most shops are closed on Sundays.

Fashion Sense

Italy is famous worldwide for its fashion industry and is always at the forefront of fashion and style. While shopping in Italy, the first thing you need to know is the Italian equivalent of American clothing sizes.

Bargain Hunting - Outlets

To keep up with the latest fashion trends at reasonable prices, outlets are the way to go! In warehouses or shopping malls, they offer discounted designer labels from factory surplus or previous seasons. Most of the fashion houses, such as Prada, Fendi, Armani, and Gucci, have outlet stores in or near Milan, Florence, and Turin. All offer a designer shopping environment and friendly, courteous staff who speak a number of different languages.

TUSCANY – Valdichiana Outlet Village is a real shopping heaven for designer brands. Located in the heart of Val di Chiana, near Arezzo. www.valdichianaoutlet.it

In Leccio Reggello, in the province of Firenze, on Via Europa 8, there are a few outlets for the high fashion lovers: Bottega Veneta, Gucci, Ferragamo, Emanuel Ungaro, Ermenegildo Zegna, Giorgio Armani, Valentino, and Loro Piana. A Fendi outlet is located in Rignano sull'Arno, in Via Giuseppe di Vittorio 9. www.valdichianaoutlet.it

In the small town of Montevarchi, one can find the Prada Outlet, officially named "Space." The sign on the building is very small; look for the crowd of people waiting to get in.

NORTHERN ITALY – Fifty factory stores are located throughout the north with malls in Aosta, Biella, Meda (near Milan), and near Bologna. There's something for everyone; from a cocktail dress by Cerruti to a kid's outfit from Trussardi kids. www.fifty.it

The Armani Factory Store is in the town of Vertemate, near Como. It's a shopper's paradise with three stories of Armani fashions.

PROVINCE OF BRESCIA – The Franciacorta Outlet Villane is an high-tech mall featuring an Autogrill food court where all the top fashion brands can be found. www.franciacortaoutlet.it For more listings visit, www.bestoutlet.it

There are some services that upon subscription send a free Spacci Card that gives additional discounts at more than 500 locations. For informa-

tion, www.guidaspacci.com

For serious bargain hunters, the book "Lo Scopri Occasioni," written by Theodora Van Meurs and published by Editoriale Shopping Italia S.R.L., serves as a guide map to finding the stores you want to visit, listing over 2,000 shops along with directions and what to expect when you get there. This book is printed in both English and bilingual editions.

Sale Season

Local authorities set annual sale dates. Normally there are two sale seasons, one in January, right after the holidays, and one in July, in the middle of summer. During sale season, items are reduced up to 70% off their retail prices. Discount and outlet stores never have sales. Some of the items you'll find in the outlets are factory seconds or showroom pieces, and you will find garments from the previous years' collection as well.



The Italian match for your American size

Women's Clothing		Women's Shoes		US	ITALY	US	ITALY	US	ITALY
US	ITALY	US	ITALY						
				34	44	8	41½	15	38
4	38	5½	35	36	46	8½	42	15½	39
6	40	6½	36	38	48	9	42½	16	40
8	42	7	37	40	50	9½	43	16½	41
10	44	7½	38	42	52	10	43½	17	42
12	46	8	38½	44	54	10½	44	17½	43
14	48	8½	39	46	56	11	45		
		9	40						
		Men's Clothing		Men's Shoes		Men's Shirts			



Tax Free Shopping (I.V.A. REFUND)

The IVA tax is 20% and is included in the purchase price of practically everything sold in Italy. Non-European residents can claim a refund on each purchase over 154.94 Euros. Refunds cannot be taken for accommodations, dining or tourist services. When purchasing items ask for an IVA Refund Form and receive a validation stamp from the Customs Office at the airport upon leaving the country. www.globalrefund.com

Regional Crafts

Each Italian region produces unique objects that can be bought locally for good prices.

ABRUZZO

Jewelry from l'Aquila and Sulmona.

Gold has earned Abruzzo a world-wide reputation for fine crafts. Scanno has been a center of gold working and jewelry making since the 17th century. The area is also known for its precious lace work.

APULIA

The best-known items of Apulian craftsmanship are terracotta pots. The production of terracotta and ceramics dates back three thousand years and remains today the most widespread craft in the region. The heart of terracotta production is the town of Grottaglie, in the province of Taranto, which has used this craft as its main source of wealth for centuries.

BASILICATA

Among the many artisans of Basilicata are ceramists, woodworkers, and textile craftsmen. Some of the greatest products are carpets of sheep's wool and enameled cow bells.

CALABRIA

Smoking pipes, made with the arboreal heather roots of Calabria, are the region's best-known product. Molding a pipe is hard work which requires ability and patience. Seminara is the most important center for ceramics. It is well-known for its colored masks and for its bottles.

CAMPANIA

Torre del Greco, a small city near Mt. Vesuvius, south-west of Naples, is well known all around the world for its production of shell cameos. Everything started in the beginning of the 1800s and it has always been a family business, handed down from father to son. Near Torre del Greco are two historical cities, Pompei and Herculaneum, which inspired the artists who began the traditional art of carving cameos. Coral is popular as well. Another local art is handmade paper from Amalfi.

EMILIA ROMAGNA

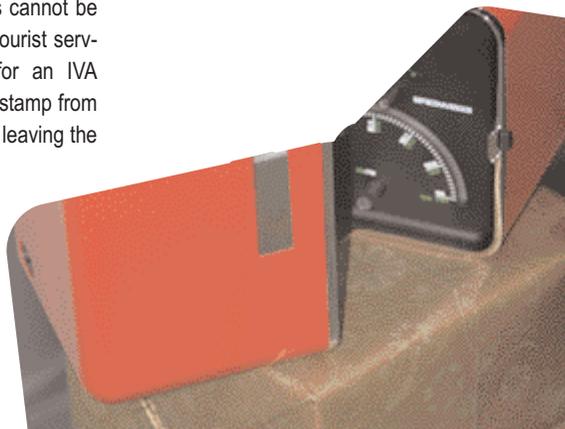
Ravenna is the center of mosaics. It possesses the world's richest heritage of 5th and 6th century mosaics, superior in artistic quality and iconological importance to those of any other city of the ancient and classical worlds. Faenza is famous for its ceramics.

FRIULI VENEZIA-GIULIA

The region's most popular products are ceramics from Udine and wooden chairs from Manzano.

LAZIO

In Ciociaria, production of leather-strapped sandals, just like the area's peasants used to



wear, still flourishes.

LIGURIA

The Albisola ceramic is famous, above all, for its characteristic white and blue color. In this region, the history of ceramic production stretches back over six hundred years. Lace and embroidery from Portofino are particularly lovely.

LOMBARDY

Como produces 80% of Europe's silk and has been doing so since the 14th century when silk worms were first imported. There are boutiques in the center selling high-quality silk merchandise along with a few factory outlets. Scarves, ties and shirts all make good buys. For all music lovers, a visit to Cremona and its violins is a must.

MARCHE

In Castelfidardo, state of the art accordions are manufactured by the most experienced artisans.

The region also produces great lace pillows.

MOLISE

Molise offers hand-crocheted pillows from Isernia and steel objects from Campobasso.

PIEDMONT

Valenza has over 150 years of hand-crafted jewelry tradition and is known for the high level of technical expertise and knowledge. Most of the gold jewelry with precious stones is made in Valenza.

Another product is wicker from Alessandria.

SARDINIA

Filigree jewelry is typical of this sunny region, as is cork production.

SICILY

The lively colors of the nature of this region are captured in its crafts: Medieval-style puppets and fancy Sicilian carts.

TUSCANY

Arezzo, in Tuscany, is renowned for gold chain jewelry. Carrara continues to be the largest producer and exporter of marble in the world, and is responsible for shipping 1.5 million tons of marble annually from its port in the Marina di Carrara. Caves are sprinkled throughout the communes of Massa, Fivizzano and Montignoso, where various types of marble are extracted. Leather goods are produced throughout the entire region.

TRENTINO ALTO ADIGE



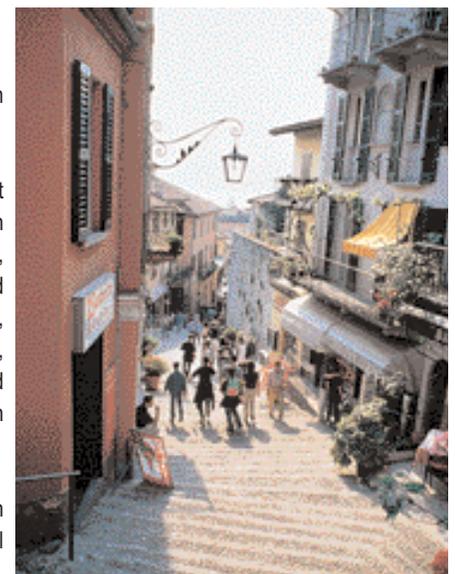
This region offers great copper objects from Cavalese and wrought iron from Malè.

UMBRIA

The cultural and economic importance of craft activities in Umbria has ancient roots. The region offers a vast collection of crafts: Orvieto lace, pillow lace, Assisi cross-stitching, hand-loomed beaten cloth, weapons for hand-to-hand combat, crossbows, ceramics, stone workmanship, terracotta, hand-made tiles, hand-decorated glass and mirrors, inlaid wood and wooden sculptures.

VALLE D'AOSTA

This region offers rustic products, such as wooden clogs from Val d'Ayas and hand-woven wool



fabrics from Valgrisenche.

VENETO

Murano is the capital of glassmaking. It is an exporter of traditional products like mirrors and glassware, and its factories produce modern items such as faucet handles, glass lampshades, and electric chandeliers. The glass shops in Murano and Venice showcase countless paperweights, glass beads and necklaces, knickknacks, and items of glass jewelry. While in the area, don't miss Burano and its lacemaking factories.

Open-Air Markets

Shopping for a bargain in Italy is a lot of fun and the country offers many outdoor markets that sell

all sorts of products from fresh foods to handicrafts and used clothing. The markets in Italy, from flea markets to antique and craft ones, hold a variety of objects that never fail to capture the attention of onlookers strolling by.

It's not uncommon to try to make a deal with the seller to get a better price.

AREZZO – first weekend of the month – Piazza Grande market

A large selection of antiques and second-hand treasures.

BOLOGNA – every Friday and Saturday – La Piazzola

In Piazza VIII Agosto you get deals on cloth-

ing, shoes, and fashion accessories.

FLORENCE – daily except Sundays – Piazza San Lorenzo Market

Shop for souvenirs and leather goods.

FLORENCE – daily except Sundays – Mercato Generale

An indoor food market a few steps away from Piazza San Lorenzo.

GENOA – first Saturday of the month – Palazzo Ducale

Serious bargain hunting at the flea market.

TURIN – Monday through Saturday – Porta Palazzo

A great market where you can find unique food specialties.





MILAN – Tuesday and Saturday – Mercato di Papiniano

This food market has become more and more popular for being a designer-clothing paradise...and they aren't knock offs!

MILAN – Saturday – Fiera di Senigallia

A vintage market set in the Navigli area.

ROME – Sunday – Porta Portese

Here you will find anything...they really have everything.

ROME – daily except Sundays – Campo de' Fiori

Find the city's best fresh produce and meats.

NAPLES – Monday through Saturday – Mercato di Antignano

An open-air food and clothing market where you will also find some cool housewares.

