

lonely planet

WITH
PULL-OUT
MAP

VIENNA

CITY GUIDE



SHOPPING WITH LUCIE

Three things are universal and defy language barriers: love, music and shopping. Lucie's life philosophy has paid off: inspired by locals making their own wares, focusing on sustainability and creating something you can't find elsewhere (or a combination of all three), the former New York fashion stylist has been busy running specialty shopping tours in Vienna since 2008. Before each tour you receive a care package: a custom map with all the shops you visit (so you can return at your leisure), a pre-packed cluster of business cards and a coupon (valid for two weeks) for 10–20% off all the shops you hit (www.shoppingwithlucie.com; around €25 for a three-hour tour).

What's the difference between the two tours you offer? One covers the inner city (the 1st district) and includes avant-garde jewellery designers, top fashion and accessories and treats to satisfy your palate – most focus on Austrian designers and confectioners. The other, usually in and around Neubau (the 7th) covers a cross-section of creative designer shops including made-on-the-premises fashion and accessories, plus designers using ecofriendly and fair trade materials – so you can buy something exceptional and sustainable.

What's the best area to wander if you want to stumble upon unusual boutiques? Definitely the 7th district (Neubau) – every time I go something new has opened up, and it's relaxing to wander around the atmospheric lanes. For example, on a Saturday you can barely move on busy Mariahilfer Strasse (where all the big-name shops are), but Lindengasse, which runs parallel to it one block away, is quiet and mellow, yet chock full of fascinating small shops.

What do you love most about Vienna, besides the shopping scene? The fact that most things are high-quality and often have a personal touch – I also love that people are generally conscious consumers and concerned about sustainable living, which is reflected in the many ecofriendly businesses.

What's next for you? I'm thinking about adding two other tours: eight great skate shops and a Home Decor tour. There are so many more surprising elements to Vienna's shopping scene and it is fun to show everything we have to offer.

An interview with Lucie Lamster-Thury

MUSEUMSQUARTIER & AROUND

BUCHHANDLUNG WALTHER KÖNIG

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Books

☎ 512 85 88 0; 07, Museumsplatz 1; ☏ 10am-7pm Mon-Sat, noon-7pm Sun; ☉ U2, U3 Volkstheater 🚶 48A

A must for coffee-table connoisseurs, this lofty 250-sq-metre space, with zinc shelves (to reflect light) and baroque touches, hosts a serious collection of books on art, photography, fashion and design theory, including a great range on the history of Austrian and Viennese art and design.

MOT MOT

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Clothing, Fashion & Accessories

☎ 924 27 19; www.motmotshop.com; 07, Kirchengasse 36; ☏ noon-7pm Tue-Fri, noon-5pm Sat; ☉ 49 🚶 13A

This husband-and-wife team (both former graphic designers) creates custom clothes with fun flair – each piece is screenprinted by hand on American Apparel T-shirts and sweatshirts; choose from the 20-plus designs (imagine a comic book come to life) and colours. They also sell mugs, buttons,

posters and art books. Their creations have caught the eyes of celebrities: recent projects include printing posters for The Kills and the Black Eyed Peas.

LOLLIPOP

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Confectionery

☎ 526 33 38; 07, Burggasse 57; ☏ 7.30am-8pm Mon-Fri, 8am-8pm Sat, 10am-8pm Sun; ☉ 13A, 48A

An old-fashioned neighbourhood confectioner with a selection of traditional and newfangled sweets, Lollipop is sure to have something to please even the fussiest sweet-tooth.

DAS STUDIO

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Fashion & Accessories

☎ 941 11 41; www.das-studio.at; 07, Kirchengasse 17; ☏ noon-7pm Tue-Fri, 11am-5pm Sat; ☉ 49 🚶 13A

This hub for the young Viennese fashion community in the dynamic Kirchengasse includes collections by Igor Zeus, Monikova, Milch, Shinyblink and the fair trade label Göttin des Glücks (p143), including the label's creative sock dress and shirt (created with repurposed socks sewn together to form remarkably stylish attire).