

WINDOW SHOPPING ACROSS EUROPE 11 of the Coolest Retail Neighborhoods You've Never Heard Of ...

LITTLETON, Colorado – March 2, 2016 – Whether searching for unique souvenirs or the latest designer trends, shopping is big business for travelers visiting Europe. And while most are familiar with Europe's famous shopping streets and districts – from Bond Street to Champs Élysées – locals keep their favorite shopping neighborhoods to themselves. Now, Monograms' Local Hosts are offering travelers insider insight into their favorite (secret) shopping enclaves.

ROME:

1. **Via Dei Coronari** – A narrow pedestrian street that connects Novona Square with Ponte Sant'Angelo and the Tiber, here, travelers will find charming antiquarian shops worth a visit.
2. **Via Cola di Rienzo** – Located in the Prati District by the Vatican, this bustling neighborhood is filled with Romans and shopping galore.
3. **Via Margutta** – This is a short Roman street with a long, Roman history (dating back more than 2,000 years). Once the street of painter's ateliers, this colorful road is now home to smart and exclusive design shops. Its romantic backdrop is also featured in *Roman Holiday*.

PARIS:

4. **Marais' Rue Charlot** – Discover "real" Marais shopping here in a tangle of tiny streets featuring creative boutiques and up-and-coming designers. While here, take time to stop by the Jewish Quarter.
5. **Rue de Charonne** – Hidden away behind the Bastille lies a neighborhood tailor-made for an afternoon or retail therapy.

PRAGUE:

6. **Celetná Street** – Take a walk down one of the oldest streets in Prague and find Bohemian cut glass, jewelry and more.
7. **Havelský Market** – The only market left in the center of Old Prague (it's been there since the Middle Ages), here, you can find everything from flowers, fruits and vegetables to souvenirs.
8. **Parizska Street** – Considered the most exclusive – and expensive – street in all of Prague, enjoy designer duds and restaurants galore from Old Town Square through the former Jewish Quarter.

VIENNA:

9. **Servinplatz** – This is a cozy square with benches, trees, coffee bars and pubs. Its surrounding streets – Servitengasse, Berggasse and Porzellangasse – offer locals and tourists alike a village-like neighborhood with leisurely shopping.

BERLIN:

10. **Hackescher Markt** – It may not be off-the-beaten-path, but this neighborhood boasts a maze of Berlin's trendiest shops and coolest art galleries.
11. **Mitte District** – A chic, progressive German neighborhood, the Mitte District is home to some of Berlin's most alluring cafés, galleries, design studios and boutiques.

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Monograms' Favorite Hidden Shopping Neighborhoods in Paris – 2-2-2

In a place where everything is foreign, Monograms promises to make European destinations both manageable and fun. When travelers choose to travel through Europe – with Monograms, they stay in the heart of the action thanks to a choice of hand-selected hotels; they get the VIP treatment by skipping lines at must-see sights and they arrive stress-free, thanks to transportation to and around their destination.

In addition, Monograms provides travelers their own, on-site **Local Host**[®] who helps them personalize their experience: A one-of-a-kind, featured component of every Monograms vacation.

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ABOUT MONOGRAMS

With nearly 40 offices staffed with more than 200 travel experts that extend as far as Asia and as wide as Europe, Monograms has a rich reputation as a company travelers can depend on to help them simplify travel planning while creating special dream getaways. Monograms affords travelers the power to personalize their vacation without having to take care of planning details or logistics, thanks to the on-site support of a Local Host. With Monograms, travelers are assured their vacation details are taken care of, including hotel, transportation, sightseeing and more, so they can simply focus on having fun. Monograms is part of the Globus family of brands, an award-winning, travel industry leader with more than 85 years of international travel expertise. The Globus family of brands is a member of Sustainable Travel International (STI).