

# GUIDE

**B**lab  
UNILAB NETWORK

GUIDE ON

# SHOPPING SPREE

Made by:  
Alessandra Vitiello



FRESHMEN BOCCONI 24-25

# DISCLAIMER:

**This guide is not an official Bocconi document. Every information you can find here is to help those in need.**

**In order to have precise information we strongly suggest using the official sources like the site or Be in Touch and to contact the representatives elected in the collegial bodies for B.Lab.**

# INDEX

## 1. FASHION QUADRILATERAL

- 1.1 Via Montenapoleone
- 1.2 Via Della Spiga
- 1.3 Via Sant'Andrea
- 1.4 Via Manzoni

## 2. POPULR DISTRICTS AND PLACES

- 2.1 Galleria Vittorio  
Emanuele II
- 2.2 Corso Buenos Aires
- 2.3 Via Torino
- 2.4 Brera district

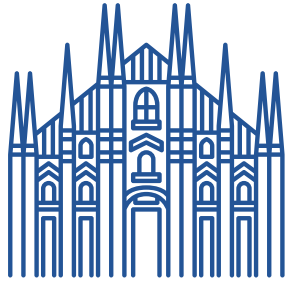
## 3. VINTAGE MARKETS

- 3.1 Mercatone  
dell'antiquariato
- 3.2 Fiera di Sinigaglia
- 3.3 East Market
- 3.4 Mercato di  
Papiniano

## 4. SHOPPING TIPS

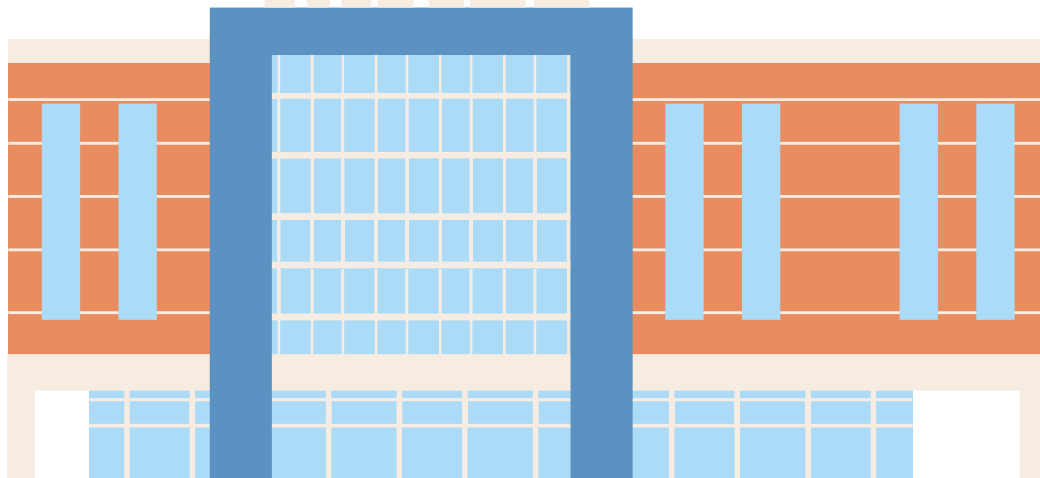
- 4.1 Shops
- 4.2 Markets

# INTRODUCTION



Milan is renowned as one of the world's fashion capitals, offering a mix of luxury boutiques, high-end designer stores, and charming local markets. The city's shopping scene is a blend of opulence, history, and contemporary trends, making it a paradise for fashion enthusiasts and casual shoppers alike. Whether you're on the hunt for the latest runway trends, timeless vintage pieces, or unique souvenirs, Milan has something to offer. Here's an introduction to the main shopping areas in the city!

# MALL



# 1. FASHION QUADRILATERAL

This is Milan's most famous shopping district, home to prestigious fashion houses and designer boutiques. The area is defined by four streets: Via Montenapoleone, Via della Spiga, Via Sant'Andrea, and Via Manzoni.

## 1.1 VIA MONTENAPOLEONE

The **heart of Milanese fashion**, featuring brands like Gucci, Prada, Louis Vuitton, and Salvatore Ferragamo. This street is renowned for its elegant window displays and **luxurious** atmosphere. It's the perfect place to splurge on high-end fashion and accessories.

## 1.2 VIA DELLA SPIGA

Known for luxury brands such as Dolce & Gabbana, Roberto Cavalli, and Moschino, this pedestrian-only street offers a more **relaxed shopping experience**. The cobblestone streets and charming buildings add to the allure.

## 1.3 VIA SANT'ANDREA

Hosts **high-end stores** like Chanel, Armani, and Hermès. This street also features the historic Palazzo Morando, which sometimes hosts fashion exhibitions.

## 1.4 VIA MANZONI

Offers a **mix of fashion**, jewelry, and accessories. Here you'll find the Armani megastore, which includes a café and restaurant, as well as luxurious hotels like the Armani Hotel.



## 2. POPULAR DISTRICTS AND PLACES

### 2.1 GALLERIA VITTORIO EMANUELE II



Located next to the Duomo di Milano, this is one of the oldest shopping malls in the world. The Galleria boasts beautiful architecture with its iron-and-glass dome and mosaic floors. It houses luxury brands like Prada, Versace, and Louis Vuitton, alongside historic cafes such as Biffi and Savini. Don't miss the **mosaic of the bull** on the floor for a bit of good luck – spin around on its heel!

### 2.2 CORSO BUENOS AIRES

This bustling street is one of the **longest shopping streets** in Europe and offers a **wide variety** of shops from high-street fashion to local boutiques. Brands like H&M, Zara, and Desigual are found here, making it a great spot for more affordable fashion. The street is also home to numerous cafes and eateries where you can take a break.

### 2.3 VIA TORINO



Ideal for younger shoppers, Via Torino offers **trendy and affordable fashion stores**. You'll find brands like Pull&Bear, Bershka, and Foot Locker. It's a lively street that connects the Duomo with the Navigli district, making it a convenient shopping stop.

### 2.4 BRERA DISTRICT

Known for its **bohemian atmosphere**, Brera is perfect for those looking for unique and artistic finds. Explore local boutiques, antique shops, and art galleries. Some notable spots include:

- **Antique Shops:** Via Fiori Chiari and Via Madonnina are known for their antique stores, offering everything from vintage jewelry to old books and art.



- **Boutiques:** Look for independent designers and unique fashion items that you won't find elsewhere.
- **Brera Market:** On the third Sunday of each month, the Brera area hosts a market with a variety of stalls selling antiques, collectibles, and art.



## 3. VINTAGE MARKETS

Milan's vintage markets offer a treasure trove of unique items, from **antique furniture to vintage fashion**. These markets are perfect for finding one-of-a-kind pieces and immersing yourself in the local culture.

### 3.1 MERCATONE DELL'ANTIQUARIATO

**Location:** Along the Naviglio Grande canal

**Schedule:** Last Sunday of every month



**Overview:**

Mercatone dell'Antiquariato is one of the most famous and beloved vintage markets in Milan. Spanning nearly two kilometers along the picturesque Naviglio Grande, this market features over 380 stalls offering a wide variety of antiques and vintage items.

- **Items to Find:** Antique furniture, vintage jewelry, old books, vinyl records, art pieces, and collectible items.
- **Tips:** Arrive early to avoid the crowds and get the best selection. Take your time to explore the stalls, and don't be afraid to haggle for a better price.

### 3.2 FIERA DI SINIGAGLIA

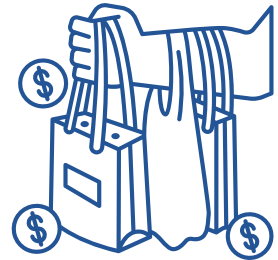
**Location:** Along the Darsena, near Porta Genova

**Schedule:** Every Saturday

### Overview:

Fiera di Sinigaglia is Milan's oldest flea market, with a history dating back to the early 19th century. It's known for its eclectic mix of goods, making it a favorite among locals and tourists alike.

- Items to Find: Second-hand clothes, vintage accessories, antiques, books, vinyl records, and unique collectibles.
- Tips: Bring cash, as not all vendors accept credit cards. Take the opportunity to chat with the sellers; they often have interesting stories about their items.



## 3.3 EAST MARKET

**Location:** Via Mecenate 84

**Schedule:** Once a month (check their website for specific dates)

### Overview:

East Market is inspired by London's East End markets and offers a hip, urban vibe. It's a great place for vintage lovers, collectors, and those seeking unique fashion and home decor items.

- Items to Find: Vintage clothing, retro furniture, vinyl records, old toys, and handmade crafts.
- Additional Features: The market also features food trucks, live music, and a vibrant atmosphere, making it a great place to spend a Sunday afternoon.
- Tips: Check their website or social media for event dates and special themes. Be sure to explore the food area for a variety of international street food options.

## 3.4 MERCATO DI PAPINIANO

**Location:** Viale Papiniano

**Schedule:** Tuesdays and Saturdays





### Overview:

While not exclusively a vintage market, Mercato di Papiniano is one of Milan's largest markets and includes a significant number of vintage and second-hand stalls. It's a bustling market offering a mix of new and old items.

- **Items to Find:** Vintage clothing, accessories, household items, fresh produce, and flowers.
- **Tips:** Go early in the morning for the best finds and to avoid the busiest hours. Wear comfortable shoes, as the market is extensive and you'll be doing a lot of walking.



## 4. SHOPPING TIPS

### 4.1 SHOPS

- **Sales Seasons:** Take advantage of the winter (January to February) and summer (July to August) sales for significant discounts. During these periods, you can find reductions of up to 50% or more on many items.
- **Tax Refund:** Non-EU tourists can claim a VAT refund for purchases over a certain amount. Remember to keep your receipts and ask for a tax-free form in stores. At the airport, present your receipts, tax-free forms, and purchases to customs for validation before you check in your luggage.
- **Store Hours:** Most shops in Milan are open from 10 AM to 7:30 PM, Monday to Saturday. Some shops may close for a long lunch break, typically from 1 PM to 3:30 PM. On Sundays, larger stores and shopping malls are usually open, while smaller boutiques may be closed.
- **Payment Methods:** Credit cards are widely accepted, but it's always a good idea to carry some cash, especially when shopping at markets or smaller boutiques.

## 4.2 MARKETS

- **Arrive Early:** The best items often get picked up early in the day. Arriving early also means fewer crowds, giving you a more relaxed shopping experience.
- **Cash is King:** While some vendors may accept credit cards, it's best to carry cash, especially for smaller purchases.
- **Haggling:** Don't be afraid to negotiate the price. Haggling is common in markets, and you might get a great deal if you're polite and reasonable.
- **Comfortable Attire:** Wear comfortable shoes and clothes, as you'll likely spend several hours walking and browsing through stalls.
- **Research:** Check the market schedules and any special events in advance to make the most of your visit.
- **Transportation:** If you're planning to buy larger items, consider how you'll transport them. Some markets may offer delivery services, or you might need to arrange your own.



**TO KNOW  
MORE**



**Alessandra Vitiello**  
@alexsvitiello

## **DISCLAIMER**

This guide is not an official Bocconi document. Every information you can find here is to help those in need.

In order to have precise information we strongly suggest using the official sources like the site or Be in Touch and to contact the representatives elected in the collegial bodies for B.Lab.