

# When in Europe ... Shop!

Here's the ultimate insider's guide to what's hot in the ports of call

## EUROPEAN SHOPPING: AN INVESTMENT THAT LASTS

by Lana Bortolot

If shopping is your religion, then Europe truly is your temple. Few other continents offer such a variety of merchandise that reflects so many diverse cultures — from trendy to traditional. Whether it's goods for the home or goods for yourself, you'll find investment-quality items that will last for years. And with the Value-Added Tax (VAT) refund that all European Union countries give to visitors, shopping in Europe can mean great savings.

### Hot buys in cool Scandinavia

With the renewed interest in mid-century design, Scandinavia is a hot spot for all things modern. The sleek aesthetic that defines this region's furniture and ceramics is also found in everyday items such as tea- and coffee pots, clocks, small electronics — even eyeglass frames. Sweden's traditions include table crystal and decorative objects such as vases and bowls, woodcarvings and woven arts.

Renowned designers such as Alvar Aalto, Eero Saarinen and Arne Jacobsen hail from Finland and Denmark, and their collective influence makes these countries home-decor meccas. If you want to decorate yourself instead of your home, try the sublime gold and silver jewelry created by Lapponia's team of Finnish designers.



### In the Mediterranean, lasting traditions

Mediterranean countries have long taken pride in their arts and crafts, and you'll find multigenerational craftsmen producing goods in the same tradition as their forebears.

In Greece, museum-quality painted ceramics such as decorative plates, vases and miniatures recall ancient classical traditions. Sturdier goods include leather sandals and bags. Sailing farther south to Istanbul, Turkey, you'll find items that will forever evoke this exotic city: fine gold jewelry, hammered copperware and hand-painted tiles. At the top of everyone's list: the Turkish rug. Shop at a dealer guaranteed by the cruise line, to assure the value of your purchase.

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This page:

**1 LAPONNIA JEWELRY:** Ciria ring. Available in Helsinki.

**2 LOEWE:** Banana silk dress, banana suede belt, white lacquer and metal necklace, camel pleated nappa sandals, Beje python clutch. Available in Barcelona, Lisbon and Palma de Mallorca.

**3 LOEWE:** Amazona handbag in vinyl and kip leather. Available in Barcelona, Lisbon and Palma de Mallorca.

Opposite page:

**4 FOPE:** Camelia Frate purple and blue necklace. Available in Florence and Helsinki.

**5 PIANEGONDA:** Gold charm earrings. Available in Athens, Corfu, Florence, Naples, Rome and Venice.



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Italy is as devoted to its craftsmanship as it is to its cuisine. Best buys here: fine-crafted shoes, boots, purses and other small leather accessories. If you need an extra tote to bring it all home, Italy boasts the world's finest bespoke luggage — some of which is especially designed to fit in a Ferrari. Leather's not your bag? Italy's traditions in ceramics and goldsmithing run deep, especially in Florence.

Leather goods have been produced throughout Spain for centuries, but the city that inspired the iconic leather Barcelona chair is the go-to place for high-fashion hides. Shop chic in Barcelona for Loewe shoes, jackets, purses, small accessories, luggage and gloves. Spain is also the place to find Lladró, the exquisite porcelain that is so prized by collectors.

Too many choices? Ask your Port & Shopping Guide for expert advice on where to find the singular item that will remind you of your trip for years to come.



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# The PORT & SHOPPING PROGRAM

## Decisions, decisions

Almost anything you're looking for, you'll find in the ports of call. Not only will the selections amaze you, but the quality of the merchandise is second to none. With tens of thousands of shoppers visiting every week, stores really have the goods; the variety is mind-boggling! And they carry the finest in every product category. You'll see the famous names you know from around the world and many others that you've only heard about.

## A helping hand

Throughout your cruise, you'll find the Port & Shopping Guide to be an excellent source of information. This highly trained individual is a full-time member of the ship's staff and is at your command for anything and everything to do with shopping in port. The Port & Shopping Guide offers interesting, informative presentations about shopping in each port, plus instructional talks on such topics as buying the latest European jewelry or selecting a fine timepiece. And he or she can answer just about any port or shopping question you may have.

## Tune in, turn on, go shopping

The Port & Shopping Network, shown on your stateroom TV, offers yet another way to learn about and plan your shoreside shopping. You'll get a "virtual" tour of the Port & Shopping recommended stores in each port and a good look at some of their wares.

## Required reading

The Port & Shopping Map is an invaluable resource that will direct you to the guaranteed and recommended stores; the map illustrates each shop's location and provides short descriptions of recommended stores, explaining their specialties and special promotions. Best of all, recommended stores are cruise-line guaranteed — they all honor the Port & Shopping 60-day guarantee.

# EUROPE 2008



Families and friends often bond by hitting the stores together, making a lasting emotional connection.



Your Port & Shopping Guide is a shopping destination expert!



Make sure to watch the Port & Shopping Network on your stateroom TV!



Don't forget your Port & Shopping map!



### SHOP TAX FREE AND SAVE MONEY

Special offers, dazzling fashion stores and concepts are not the only things you should keep an eye on when shopping in Europe. The Global Refund Tax Free Shopping logo is also worth noticing.

Travellers from countries not belonging to the European Union are eligible for a VAT refund on purchases made within the European Union. Global Refund, the world's largest VAT refunding company, specializes in handling VAT refunds on so-called hand-held export.

Tax Free Shopping by Global Refund is offered in all European countries and in more than 230,000 stores. VAT refund benefits are available whether you shop in luxury brand stores, high street stores, department stores or in souvenir shops.

Last year, the company handled more than 11 million transactions, where international travellers had the VAT on purchases refunded — or most of it, that is. Global Refund charges a small commission for handling the transaction. The VAT rates in Europe vary from 15-25%, so there is much to save on purchases.

All stores do not show the Tax Free Shopping sign, so remember to ask for your Global Refund cheque when shopping.

"One of the reasons why so many use the Global Refund system is our high level of service, the trust we instill and the credibility we cherish and safeguard — but also because it is simple for the travellers and stores to use. The shop staff is trained and ready to offer advice. The only thing you need to remember is to get the Customs stamp on the Global Refund cheque before leaving Europe," says Marie Bergfelt, International Marketing Manager, Global Refund Group.

Once the cheque is stamped, the refund can be received in a number of ways: as cash at the airport or in some cases close to the cruise terminal, as direct crediting of your credit card or as a bank check sent to your address. For some countries, you can even receive a cash refund in your home country.

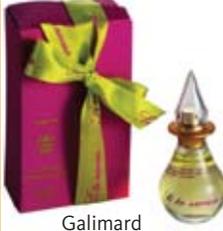
The choice is yours—could it be any simpler?

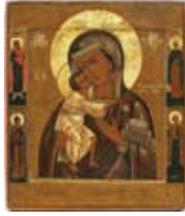
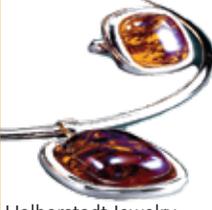
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# European Fashion 101

	NAME IT	KNOW IT	FIND IT
BYZANTINE JEWELRY	 <p>Greek Key Jewelry</p>	<p>Shoppers seeking the finest Byzantine jewelry have come to the right place. In Athens, Corfu, Heraklion, Katákolon, Mykonos and Santorini you're never far from a store filled with an exquisite assortment of necklaces, bracelets, rings and other items made of gold and silver and adorned with pearls, enamel or precious or semiprecious stones. The workmanship is unmatched, and the delicately ornate designs are ultra-stylish.</p> <p><b>Coveted keepsake:</b> Decorative ceramics</p>	<p>athens, corfu, heraklion, katákolon, mykonos and santorini, greece</p>
HANDMADE GLASS	 <p>Mats Jonasson</p>	<p>Scandinavian design is sleek and simple. The style really shines in hand-blown glass, a must-have item. Shelves in Stockholm shops are filled with matchless selections from the Kingdom of Crystal, a region in southern Sweden where glasswork houses dot the landscape. World-famous Orrefors, Kosta Boda and Mats Jonasson pieces can be bought here at low prices at Nordiska Kristall and at Gallery NKM Crystal &amp; Fine Art.</p> <p><b>Coveted keepsake:</b> Dala horse and Pippi Longstocking doll</p>	 <p>Kosta Boda</p> <p>stockholm, sweden</p>
NIFTY KNITS	 <p>Dale of Norway</p>	<p>Norwegians have a love affair with nature and the great outdoors, so it's not surprising that their best-buy products are hand-knit mittens and sweaters, especially those by Dale of Norway. Distinctively designed, modern and practical, colorful wool mittens and sweaters from Norway are wonderful souvenirs that will keep you warm in even the coldest weather.</p> <p><b>Coveted keepsake:</b> Trolls</p>	<p>oslo and bergen, norway</p>
STUNNING STYLE	 <p>Lapponia Jewelry</p>	<p>Annikki Karvinen, the famous company behind the fabulous pop-pana cotton jackets, celebrates over 40 years of handmade quality, extraordinary color and distinct style in the form of Karvinen knits and accessories.</p> <p><b>Coveted keepsake:</b> Kalevala jewelry and Lapponia jewelry</p>	 <p>Annikki Karvinen</p> <p>helsinki, finland</p>
GOOD SCENTS	 <p>Fragonard</p>	<p>If you've decided to splurge on something simply irresistible, just wait 'til you get to the French Riviera. The chic, sophisticated region's claims to fame include fragrance, for it is here in the Riviera villages of Grasse and Eze that perfumers find many of the essential oils used in their art. The Riviera also is home to the legendary porcelain artists at Limoges.</p> <p><b>Coveted keepsake:</b> Perfume and fragrance from Fragonard and Galimard</p>	 <p>Galimard</p> <p>french riviera: cannes, monaco, nice, villefranche and éze</p>
STYLE SETTERS	 <p>Lladró</p>	<p>In Spain, make sure you purchase something that is homegrown. How about a graceful Lladró figurine to decorate your domicile? Exclusive selections and unbeatable prices make shopping here sheer joy. Au courant leathers are cowhide, a sturdy leather used most often for shoes and handbags; calfskin, fashion's perennial lightweight favorite; lambskin, soft, supple and high-priced; and suede, the plushy buffed underside of the hide. Look for them in a variety of in-vogue finishes.</p> <p><b>Coveted keepsake:</b> Loewe luxury leather goods and Majorica and Orquidea pearls</p>	 <p>Majorica</p> <p>barcelona and palma de mallorca, spain</p>
UPSCALE CRAVATS	 <p>Croata</p>	<p>In 17th-century Croatia, women often bade farewell to lovers marching off to war by tying bright scarves around the young men's necks. The accessory caught on around the Western world, and the scarf soon evolved into the cravat — a variation of <i>hrvat</i> ("Croat") — or necktie. In the past four centuries, ties have been a standard element for well-dressed men in many countries. Croatia is recognized as the necktie's homeland, and the fashion house Croatia is recognized as the nation's leading source of high-quality silk neckwear.</p> <p><b>Coveted keepsake:</b> Filigree jewelry and Croatian fine art</p>	<p>dubrovnik and split, croatia</p>

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SPLENDID ICONS	<p>Margarita Art</p>  <p>Enchanted by its warmth and depth, the ancient Romans eagerly harvested amber from around the Baltic Sea, where amber is still the world's best for jewelry making. The Baltic region is also a rich source of icons marking significant events in Eastern European history. The widest selection of 17th-century icons is at Antiik Icons and Collectibles, where collectors find treasures such as pocket watches, military memorabilia, coins and art — including artworks in amber.</p> <p><b>Coveted keepsake:</b> Exclusive amber boat by Margarita Art, and Bohemian crystal</p>	<p>Antiik Icons</p> 	tallinn, estonia
INTRICATE ART	<p>Matryoshka dolls</p>  <p>The intricate art of painting miniature lacquered boxes employs a style similar to the ancient art of icon painting. The boxes are made of high-quality papier-mâché that will never crack, and all authentic boxes are colorfully hand-painted and signed, usually beneath the illustration on the lid of the box. The artists derive inspiration for their work from Russian fairy tales and legends, as well as from poems and stories by great Russian authors such as Pushkin. The miniature boxes are highly decorative and collectible.</p> <p><b>Coveted keepsake:</b> The beloved Matryoshka, or nesting doll, and Fabergé-style eggs</p>		st. petersburg, russia
LATEST GREATEST	<p>Bang &amp; Olufsen</p>  <p>Amber has a certain mystic quality, perhaps because of its origins. The tawny stone is actually the fossilized resin of pine trees that grew in forests over 45 million years ago. By the way, many people believe that amber has healing qualities. Why not indulge and restore thyself?</p> <p><b>Coveted keepsake:</b> Sleek Bang &amp; Olufsen hi-fi stereo equipment and Halberstadt fine jewelry</p>	 <p>Halberstadt Jewelry</p>	copenhagen, denmark
GOOD AS GOLD	<p>Fope Jewelry</p>  <p>Intricately designed gold jewelry and superior leather goods are the items to splurge on in Florence. You'll find stacked bracelets, hoop earrings, charming chokers and rings that rock in yellow, white and rosé gold. Stroll by the shop windows to see trendy styles in leather by top Italian designers; you'll be lured inside in a flash.</p> <p><b>Coveted keepsake:</b> Fope designer jewelry pieces at The Gold Corner, and il Fiorino jewelry by Torrini</p>	<p>Adrimar</p> 	florence, italy
LUCKY CHARM	<p>Notturmo inlaid box</p>  <p>Handmade inlaid wood furnishings, including cabinets, grandfather clocks, gaming tables and music boxes, are pieces you will treasure for a lifetime — and pass down from one generation to the next.</p> <p><b>Coveted keepsake:</b> La Campanella by Chantecler, and Carthusia perfumes of Capri</p>	 <p>Chantecler</p>	naples, sorrento and capri, italy
COLORFUL GLASS	<p>Frey Wille</p>  <p>Murano glass is a must. The creations are utterly alluring. Look for everything from Renaissance reproductions to thoroughly fresh designs. When shopping for Murano glass, look for the Murano sticker to ensure authenticity.</p> <p><b>Coveted keepsake:</b> Frey Wille designer jewelry pieces and a Venini Murano glass masterpiece</p>	<p>Murano</p> 	venice, italy
FINE CARPETS	<p>Turkish rugs</p>  <p>Old, new, exotic, antique, kitsch—the shopping possibilities in Istanbul and Kuşadası are limitless, and prices are refreshingly low. In Turkey, you will discover unique handmade goods such as carpets, crafts, apparel, artwork, antiques and jewelry. Carpets and kilims were part of Turkish nomadic households a thousand years before the Turks settled in Anatolia. Turkey is also a good place to look for big, bold, old necklaces, brooches, clasps, belts and other items, as well as finer, more delicate modern pieces.</p> <p><b>Coveted keepsake:</b> Leather goods and Turkish jewelry</p>		istanbul and kuşadası, turkey