

Hello Zagreb

ADVENT LUXURY
SHOPPING GUIDE
IN ZAGREB



TREAT YOURSELF LIKE ROYALTY

2019

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"Svijet", 1927.-1929.

Dear Reader,

Welcome to Zagreb, a city of long and exciting history, imposing culture and amazing people. You came just at the right time, when Zagreb streets start to shine with billion lights, at the time of joy, affection, blessings and good will. For several years in a row, Zagreb's Christmas Market has been awarded the most beautiful in Europe. You will now experience for yourself the magic of its Christmas spirit, its winter scents of freshly baked cookies and mulled wine and delightful sights of its historic streets, crowded with happy faces and cheerful events. To make it easier for you to find only the finest brands and make your Christmas shopping fun, we have prepared this new, very special Christmas edition - Advent luxury shopping guide in Zagreb. While exploring our guide, entertain yourself with short stories about Zagreb and its fashion history all the way to the 17th century. Find out how and why did Croatian men invented a tie, did Zagreb women wear trousers, which Croatian fashion designer was personal dressmaker of one of most powerful leader's First lady...and many more! Without a doubt, you will spend unforgettable moments in Zagreb, so don't forget to keep your Advent luxury shopping guide close and come home with most beautiful gifts for your loved ones (and yourself)!

Yours Hello Zagreb





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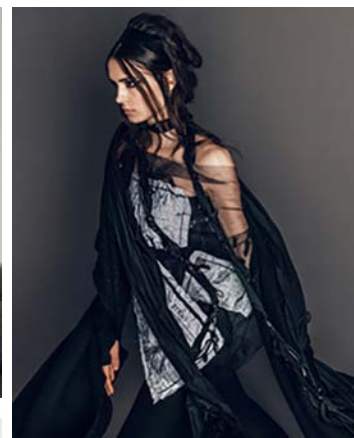
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17th Century

Did you know 17th century Croatian men's fashion influenced the world's fashion history with a simple clothing accessory?

A TIE!



17. stoljeće | www.vecernji.hr

It became recognised in the first half of the 17th century, thanks to Croatian soldiers who participated in the Thirty Years War (1618-1648), fought in the Central Europe and remembered as one of the most destructive conflicts in the human history.

Croatian soldiers were famous for their fast horses and unique combat technique, so the French emperor wished to have them in his ranks. He established a special elite military unit for Croatian soldiers, called "La royal Croate". Croats were recognisable for wearing a scarf around their necks, knotted in a very special way. Regular soldiers wore ties made of linen while noblemen wore ties made of lace or some other fine material. The legend

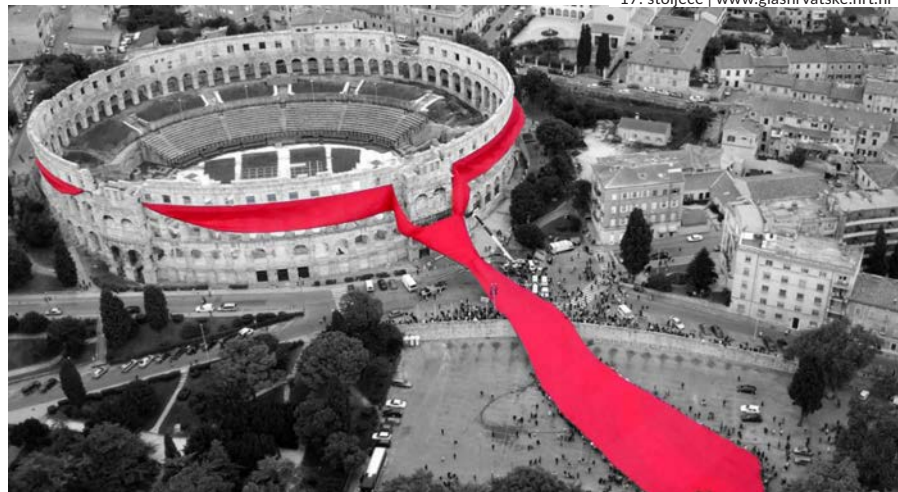
says the red ties were given to them by their wives and girlfriends as a sign of their love and wish to return alive from the battlefield. Some say they had a practical usage - to fasten the injuries.

After the world saw their unusual but attractive collar pendants, they called it after their inventors Croats - CRAVAT TIE (/krə'veɪt/; in Croatian KRAVATA /'kravata/).

Today it is simplified to a TIE but every time you tie it around your neck for a meeting or special occasion - remember Croatian people and their unique fashion invention!

FUN FACT: The biggest tie in the world which entered in Guinness Book of Records was made by Croatian organisation Cravatica Academy in 2003. 808 meters and 450.75 kilograms of fabric as well as 120 kilometres of rope were used to produce the biggest tie in the world, whose knot was not a fake but tied in the original way! It was tied around the Arena in the city of Pula, and after this event 18th of October became the *International Tie Day*.

17. stoljeće | www.glashrvatske.hrt.hr



18th Century

Three words to describe fashion trends in 18 Century Zagreb?

Rich, tightened and shiny.

Trends were dictated by Versailles and Vienna. It was all about high hair, high heels, expensive lace and very decorated crinoline dresses. Flower pattern, Chinese sunshades and bird feathers in hair were extremely popular.

Clothing materials were sold at fairs. In the 18th century, there were seven international fairs in Zagreb and they were all very attended because the merchants didn't have to pay any taxes or duty. Noble people purchased the goods at the fairs or abroad and wore their fancy outfits at dancing parties and other events for the aristocracy.

The very first dancing party of that kind in Zagreb was organised by the Countess Erdody in 1749. Her parties were only for the richest citizens, while the lower social class of Zagreb got its first public dancing hall in 1834.

FUN FACT: There was no space for trousers in 18 century noblewomen's closets. However, women from the working families and poor women of Zagreb did wear trousers at that time. While the rich women wore dresses, the other ones wore long skirts in combination with shirts and aprons. Their clothes were, of course, less decorated and produced from lower quality materials.





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IG: modelsfashionstore

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ZLATARNA CELJE

1844

Praška 8, Zagreb
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Vice Vukova 6, Zagreb
Arena centar
01/ 65 22 431

Radnička 49
Super Konzum
01/ 61 83 602

Škorpikova 34, Zagreb
King Cross
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1844



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19th Century

Fashion trends of that time in Zagreb were no different than the ones in Europe - women were still "imprisoned" under the layers of heavy cloth and painful corsets. Zagreb was under the influence of Vienna, but as years went by Paris became even greater influencer on women of Zagreb. Croatian first fashion magazine started in 1895 was called "Pariška moda" (Pariška moda, "French fashion"). It was fully about latest fashion trends, handicrafts, coloured illustrations of women's, men's and children's clothing and accessories, it included cutting sheets for DIY fashion designs and many other helpful tips & tricks for fashion-conscious women of that time. Struggle for Croatian language in Croatian homes (instead of German) was the actual priority of this magazine - because allegedly, German fashion magazines were the main culprit for the slow spread of domestic language around Croatian families.

FUN FACT: One of the biggest steps in fashion history happened in 1851, when Isaac Merrit Singer invented the very first sewing machine! It opened a whole new page for the world's fashion industry, because from that moment on the massive production of clothes, as we know it today, started to develop. It is interesting how the first sewing machines ever made were very soon destroyed by the hand of the worried workers - they were scared of losing their jobs because of the machine, but in fact, it was the other way around. The invention of the sewing machine established a whole new, much bigger industry, with more jobs for everyone.



19. stoljeće | www.direktno.hr

20th Century

Women were finally freed from heavy burden of their rich but suppressed fashion. The development of women's position in the society and the emancipation of their clothing went hand in hand. The first half of the century will surely be best remembered for the introduction of Coco Chanel and Christian Dior, and the second half for adoption of totally different fashion styles - from rockabilly hairstyles and tattoos, to mini skirts, hippie, rock and punk.

Massive production of clothes led to the opening of numerous shopping malls. The biggest mall in Zagreb was built after the WW1 right in the heart of the city centre. It was called "Kastner i Öhler" after its founders, Austrian merchandisers. Today you can find it under the name "Nama" on two locations in Zagreb - Ilica and Kvaternikov trg; unfortunately it lost its fashion importance throughout the years, but it was inherited by many other newly opened shopping malls which provide latest fashion trends.

FUN FACT: One of Croatian most iconic fashion designers, Žuži Jelinek (1920-2016) was loved even by famous Coco Chanel. Žuži was personal designer and dressmaker of Jovanka Broz, Yugoslavian's leader Tito's wife. Žuži Jelinek wrote the first Croatian book on fashion and how to dress in different occasions and will always be remembered for her contribution to Croatian fashion and its recognition around the world.



20. stoljeće | www.miss724sata.hr





20. stoljeće | www.mgz.hr





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