Hello Zagreb

GOLD Edition

TREAT YOURSELF LIKE ROYALTY LUXURY SHOPPING GUIDE IN ZAGREB **PUBLISHER** Darrer d.o.o.



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Photography: Zvonimir Milčec, "Galantni Zagreb" Gjuro Szabo, "Stari Zagreb" "Svijet", 1927.-1929.

Dear Reader,

Welcome to Zagreb, one of the best shopping destinations when it comes to high quality clothing. Under the brand name Hello Zagreb, experienced in promoting only the best-off tourist offer, we present you the luxury shopping guide Gold edition. Designed to refine the selection and enrich your experience, it will lead you to the finest offer that will surely please your exquisite taste. All the exclusive stores you need are right in the middle of charming and picturesque downtown, so small you can easily walk around the key points. While taking time off from the shopping tour, and delighting yourself with rich coffee and tasty bites, be entertained with the interesting details about Zagreb in our timeline through the centuries. Meet some of the richest and most influential wamen fram the history of Zagreb, their fashian trends and rules from the 17th till the 20th century, explore the glamorous parties of the elite class, and learn more about the enjoyable lifestyle in Zagreb, maintained with style until today.

Yours Hello Zagreb

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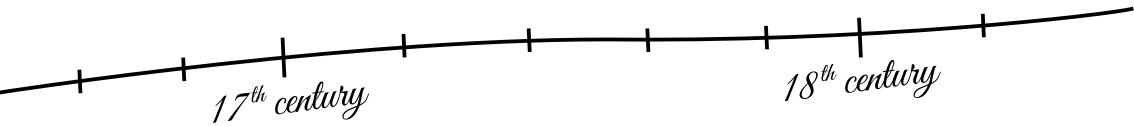
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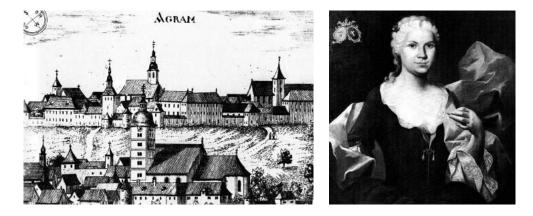




The beginning of fashion in Zagreb, followed only by a thin layer of the high society. The finest sewing materials were available in Zagreb, but the first custom-made clothing store was not open until the end of the 18th century (by Macedonian refugee Ćiril Milošević). The store was located in the present Radićeva street, which leads from the Jelačić square to the Upper town through the small shrine called The Stone Gate. In the last few years, Radićeva in particular developed into the fashionable and artistic street. There are more and more interesting stores where you can find unique pieces made by Croatian most famous fashion designers, as well as galleries and souvenir shops selling reputated Croatian painters' and designers' artworks.







The fashion trends of the so-called "Gallant century" were dictated by Versailles and Vienna. Shiny silk interwoven with golden and silver threads, flower patterns, expensive lace, hand fans, waists tightened with the corset, more open cleavages, Chinese sunshades, crinoline dresses... The rich fashion style of the Croatian higher class was led by the former Capital, city of Varaždin. Although, Zagreb was not far behind. The very first dancing party was brought to Zagreb by the aristocracy - Countess Erdödy in

1749, to be exact. The joyful Countess had the reputation of leading Zagreb into the "domination of licentiousness", because of her merrily dancing parties for the richest citizens of Zagreb. They were dancing Waltz, considered "indecent" at that time, because of the physical contact between male and female dancer needed to perform. (The Waltz was forbidden in France by Church until the middle of the 19th century). Zagreb got its first public dancing hall in 1834, opened even for the lower social class.

Goeta gadel.

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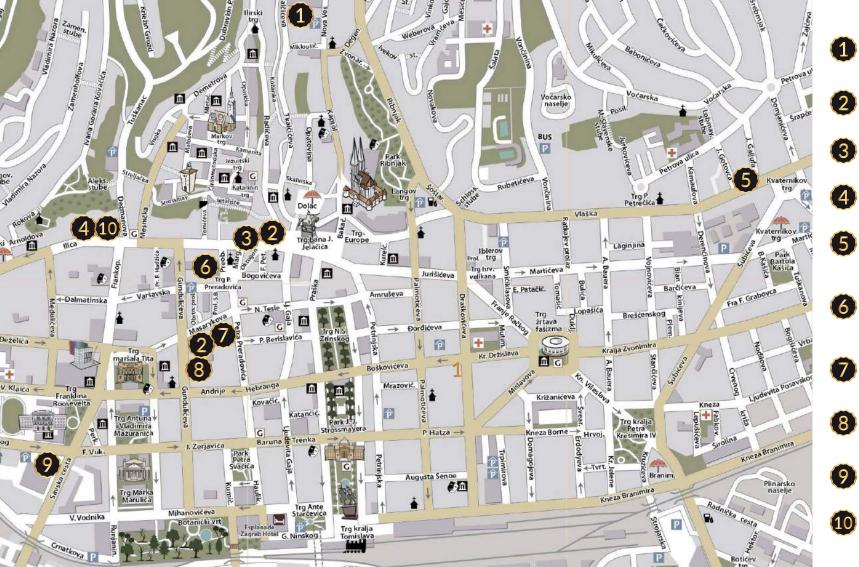
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Kaptol Centar Nova Ves 17 Makamo, The Core Kids, Seventy

Zaks Ban Jelačić Square 1 & Masarykova 9

Seventy llica 5 - Oktogon passage

Queen Tea llica 48

Argentum Vlaška 125

Centar Cvjetni Trg Petra Preradovića 6 Comma, Liebeskind, L'Occitane, Marc O'Polo & S. Oliver Premium

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Greta Gudeli Concept Store Gundulićeva 29/a Lorè & Greta Gudelj



Casino Cezar Westin Hotel



Zlatarna Dodić

20th century

18th century

Fashion trends finally "made peace" between the middle class and aristocracy. Zagreb opened its firstever fashion shop, with ready-made clothes and fashion accessories inspired by Vienna's latest trends. The rule of fashion was: "No lady goes hand-in-hand with fashion and style, if she wears the same hat for two days in a row."

19th century



There was no party in Zagreb ever considered so shiny, glamorous, glittering and nobly as the frequent home parties hosted by Countess Buratti Vranyczany were. She was known for organizing the most luxurious dancing parties of the 19th century Zagreb. The interior of her extravagant



palace, fitted with valuable antique furniture, was always richly decorated with flowers and exotic plants. The upper, elite class, which attended her parties, liked to dress into expensive party costumes brought from Vienna and Paris, or custom-made for the occasion. Countess Vranyczany is best known for her noble act of donating her beautiful palace to the city of Zagreb. The luxurious inheritance from generous Countess today exists as Dverce, for the Major of Zagreb's most ceremonious receptions. Other rich interiors that used to belong to the Vranyczany family are open for public as museums - Archeological Museum and The Modern Gallery, both located in the park Zrinjevac.



The first form of fashion show in Zagreb was an exhibition in 1864 by the tailor Đuro Crndak. He exhibited his fashion designs on tailor dolls. Other successful tailor from Zagreb, Mili Granitz, exhibited her creations (inspired by Croatian traditional costume) in Paris a few years later, and won the second prize - and the first prize went

to - no less than - the glorious Christian Dior! The oldest hairdressing saloon "Kincl" in Zagreb, run in family for generations, existed until 2015 in Praška street. The saloon was widely recognized after Branka Kincl won The Grand-Prix for the best haircut on the similar exhibition in Paris.



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After the First World War, the biggest mall in Zagreb was built and called "Kastner i Öhler" after its founders, Austrian merchandisers (today you can find it under the name "Nama"). In the 80s of the 20th century, the longest street of Zagreb – Ilica - became the fashion "Mecca", and it holds that status among all the "shoppingholics" since then.



19th century

At the beginning of the 20th century, Zagreb had only 70 000 inhabitants (today there are approximately one million), but even than it had more places to hang cathering than it did at the

20th century

out and enjoy friendly gathering than it did at the end of the century. Coffeehouses were open day and night, and had great ventilation systems so they were never smoky. Guests preferred playing billiards while drinking champagne and eating fresh cold kitchen dishes. One of the prestigious places of that kind was opened in 1931 on the Main Square under the name "Gradska kavana" (literal translation would be City coffeehouse), and it still runs today as the coffeehouse, restaurant, night bar and club called Johann Franck (after the German traveling salesman, the founder of the Franck company). Its interior was one of the very rare preserved examples of Art deco style in Zagreb, but now it is redecorated into more modern style, with the touch of the industrial



21st century

design, to please the new target audience - young people looking for fun, dancing, drinking and eating, until the morning light. Esplanade Zagreb Hotel (built in 1925. and still stands as one of the most prestigious hotels in Zagreb) was bringing Zagreb closer to the modern world and had the title role in spreading new, foreign and what was most important – classy trends - among the people of Zagreb. The first foreign car registration, first foreign cigarette brand, first fashion show, and first beauty pageant, it all happened in Esplanade Zagreb Hotel! (Štefica Vidačić was the first selected Miss Croatia in 1927; the year after, she was crowned for Miss Europe, and that event initiated well known thesis about

the beauty and rare charm of Croatian women). The citizens of Zagreb had an opportunity to see for their first time the half-naked woman performing in public, thanks to The Esplanade hotel and popular singer and dancer Josephine Baker. Some of the most famous and significant people of that time slept in Zagreb Esplanade Hotel's gracious rooms - Elisabeth Taylor, Sophia Loren, Mick Jagger and The Rolling Stones, Woody Allen, Richard Burton, Gerard Philipe, Ephrain Kishon, George Duhamel, Kurizio Malaparte who wrote his novel "The Skin" during his stay, and many others...



Parali per dana katala ia a Kapelas baite, hojo a debetti tida internetis, aosi kata katala katala katala katala se Zapreparta deliko gatika da se dan temperatan jengen i apatikan onsaturi - Jacobaro Bakas. Internetis anteriori manta anteriori bakas a komenasi anteloji Brang, - acenção ia, ideo ia paratas na parte margita batalana da jenda karlada - elimente a temperata margita da jenda karlada - elimente a temperata da partas da jenda karhada - elimente artenetar la benda partes na estas antel a sense a temperata margita da partas da parte hada - elimente artenetar la benda partes na estas della internetis da parta partas da partas da partas da parta da partas da partas da partas da partas della internetis da partas margata partas da partas da partas da partas da partas da partas partas da partas da partas da partas da partas da partas da partas partas da partas partas da partas partas da partas partas da partas da

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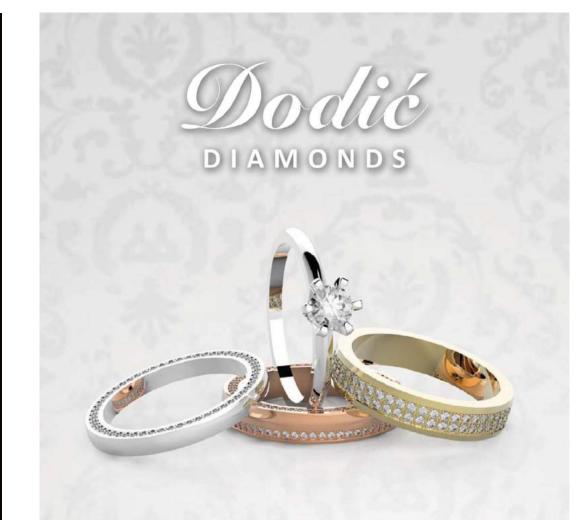
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