

# EUROPEAN SHOPPING TOURS OFFER FASHION AND ART



Shopping is the activity number one for many travelers. Several tour operators thus create special shopping tours focusing on fashion, food, luxurious items, and art. Explore some of the most interesting shopping tours around Europe.

## **Britain's Best - Bicester Village near London**

Bicester Village welcomes you to the best of Great Britain this summer, with a fusion of fashion, art and music. On May 20, the British Designers Collective - the phenomenally popular annual seasonal boutique, which is staged in collaboration with the British Fashion Council and which showcases the collections of the most appealing design talent in the UK - returned for the sixth year for a limited six-week run.

## **Interactive Art - La Vallée Village near Paris**

Up to July 5, visitors to La Vallée Village can immerse themselves in a visual, auditory and olfactory journey through the interactive art gallery 'La Table Des Matiers' put together by the artist Mathilde de l'Ecotais. Treat yourself to a Parisian shopping experience with the 'Shopping Day Experience' package.

## **Ten Years of Style - Ingolstadt Village near Munich**

Ingolstadt Village is celebrating its tenth anniversary with an innovative display of three overhead 'fashion bubbles', which will serve as show windows for themes that will be developed throughout the summer. The Village will also host an exhibition by the photographer Melvin Sokolsky entitled 'Revival of 1963 Shoot in Paris.' Discover ten years of style with the 'Shopping Day Experience' package.

## **Summer Festival Spirit - Maasmechelen Village near Brussels**

During May, Maasmechelen Village is sponsoring 'Palmares Night,' when visitors can experience a piece of the festival in the Village. From June to August a "travel agency" will open in the Village in collaboration with Liege Airport, where visitors can buy airline tickets and special packages. June 19 will see the opening of the Summer Salon, a unique space where visitors can enjoy cocktails, music and a St. Tropez-style ambiance.

## **Italian Immersion Experience - Fidenza Village near Milan**

Fidenza Village will be transformed into 'The Embassy of Made in Italy' for the duration of Milan EXPO 2015, an exhibition of art, fashion, cuisine and Italian design, arranged in collaboration with different partners and prestigious fashion ambassadors. A programme of multi-sensory experiences will run through the summer from May onwards, inspired by three typically Italian themes: 'Romantic Opera' (May-June), 'La Dolce Vita' (July-August), and 'Italian Passion' (September-October).

## **The Taste of Catalonia - La Roca Village near Barcelona**

Visitors to La Roca Village can experience the authentic taste of Catalonia with a gastro market that will offer regional food. The market, which will be in the Village from June 15 to August 30, will present a selection of the best gourmet Catalan products for visitors to try and take home. To complement this journey to discover Catalan cuisine, visitors can learn about the origins and production of ham and try six delicious hand-cut varieties with cava, beer or wine during the 'Shopping and Ham' experience.

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