

The Inflight Magazine of  
EVA Air

# en Voyage

## ULTIMATE SHOPPING DESTINATIONS



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**EVA AIR**  
A STAR ALLIANCE MEMBER



# SHOP 'TIL YOU DROP IN THESE 5 CITIES THIS HOLIDAY SEASON

全球城市購物趣

年末即將到來，在這充滿南瓜拿鐵香氣的季節，  
正是購物搶折扣的最佳時刻！

BY

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PHOTOGRAPHY: SHUTTERSTOCK





Whether it's a head start on Christmas shopping or an excuse to treat yourself to something nice, shopping is not just about acquiring items. It's an all-round experience – one that brings much happiness – and once the Christmas decorations go up, you're transported to truly magical worlds! Pack your bags now because these five cities are calling.

對許多人來說，購物是個全方位的體驗，尤其在耶誕裝飾的妝點下，讓人彷彿踏進真實世界的美好境地，現在就收拾行李，跟我們一起去歡樂購物吧！

**WELCOME TO THE  
LAST QUARTER  
OF THE YEAR: THE  
SEASON OF PUMP-  
KIN SPICE LATTES,  
AND, IF YOU'RE  
ALREADY PLAN-  
NING AHEAD,  
HOLIDAY SHOP-  
PING.**



# PARIS

巴黎

The city that gave the world Louis Vuitton and Chanel, Parisian fashion is *très chic*. The Champs-Élysées might be known for its luxury brands – it's where the famous Louis Vuitton Maison stands – but for uniquely French finds, venture into some local neighborhoods.

Le Marais in the 4th arrondissement is such an example. A neighborhood favorite is Merci, a concept store in a converted 19th-century fabric factory packed with fine jewelry, perfumes, pet accessories, buttons, threads, and one-of-a-kind clothes. Nearby is artisanal chocolatier Joséphine Vannier, and for the highest quality French tea, there is Mariage Frères – both of which make for lovely Christmas presents.

By contrast, the Left Bank, which historically attracted artists and writers, exudes an edgier style. Over in the 6th arrondissement is Saint-Germain-des-Prés, an enclave known for art and fashion. Check out Smallable, a concept store that specializes in childrenswear and womenswear and has a wonderful toy collection.

將Louis Vuitton與Chanel呈現給世界的巴黎是座時髦的城市，除了以時尚品牌聞名的香榭麗舍大道外，巴黎其他區塊也能找到獨特的法式風格禮物。

第四區的瑪黑區就是個例子，其中一個備受歡迎的店家是概念店Merci，位於改建後的19世紀紡織廠，有精品珠寶、香水、寵物用品、鈕扣、線材和獨一無二的服飾；附近還有手工巧克力專賣店Joséphine Vannier、被譽為最高品質的法式茶沙龍Mariage Frères，都是很棒的聖誕禮物選擇。

左岸曾吸引許多藝術家與作家聚集，瀰漫著濃厚的時尚氛圍；而位於第六區的聖日耳曼德佩區就是一個以藝術和時尚聞名的地方，您可以到Smallable選購嬰幼童裝和女裝，以及精采的玩具收藏。

PHOTOGRAPHY: SHUTTERSTOCK / GETTY IMAGES



# 01





# MILAN

米蘭

Elegant and effortless, Milanese style sets trends that reverberate throughout the fashion industry. Not to be missed is *Quadrilatero della moda*, Milan's fashion square. In this roughly quadrilateral-shaped area is Via Monte Napoleone, one of the most expensive streets in the world. Should you desire a Fendi handbag or Valentino gown for a New Year's gala, this is where to shop.

Stroll Galleria Vittorio Emanuele II, the city's most iconic shopping arcade, dating to the 1860s, and home to the first Prada store that opened here in 1913. Nearby is La Rinascente, a department store with a dizzying seven floors suited to all budgets.

There is more to Milan than luxury fashion: Brera, with its quiet cobblestone lanes, is a less hectic alternative, especially for shoppers seeking more boutique experiences. Milan's artistic heart, the 18th-century buildings also house charming art galleries.

Also worth a visit is Corso Buenos Aires, the longest shopping street in Europe.

優雅而隨興的米蘭風格，引領整個時尚產業的潮流。絕不能錯過米蘭的時尚廣場——四方時尚街區，世界上最昂貴街道之一的蒙特拿破崙大街即坐落於此，不論想買Fendi手提包或Valentino禮服參加新年晚宴，在這裡都可以滿足。

艾曼紐二世迴廊是米蘭最具標誌性的購物商場，其歷史可以追溯到1860年代，也是第一家Prada專賣店於1913年開業時的所在地；附近的La Rinascente是一家有7層樓的百貨公司，適合所有預算的消費者。

對於想要個性品味購物體驗的旅人來說，布雷拉區的鵝卵石巷也是個悠閒的尋寶地點，這裡是米蘭的藝術之心，18世紀的建築裡藏著許多迷人的藝廊。另一個值得造訪的地方是布宜諾斯艾利斯大街，這是歐洲最長的購物街，350個店家以高街時尚和美食吸引著人群。

# 02

PHOTOGRAPHY: SHUTTERSTOCK





# LONDON

倫敦

Christmas shopping in London is an enchanting experience – storefronts display Santa workshops and snowy wonderlands and everything from toys to tea sets scream “Buy me!”

To get your fashion bearings, take a stroll down Oxford Street and Carnaby Street – or check out the antique and vintage steals in places such as Notting Hill’s Portobello Market. But as soon as autumn makes way for winter, it’s the whimsically decorated department stores, bookshops, and toy stores that are most fun to shop in.

Fortnum & Mason, one of the UK’s oldest department stores, founded in 1707, turns its façade into a giant advent calendar in the run-up to Christmas. It sells very British things, such as teas and jams, all packaged prettily. Next door is Hatchards, London’s oldest bookshop, ensconced in a stately five-story Georgian building.

Rivalling Fortnum & Mason for Christmas lights is Harrods, arguably the city’s most famous luxury department store.

在倫敦的耶誕購物體驗相當迷人，櫥窗裡展示著耶誕老人的工作坊和白雪皚皚的仙境，從玩具到茶具似乎都在高呼著「快來買我！」

想要了解英國時尚，可以在牛津街和卡納比街遊逛，或是諾丁丘的波多貝羅市集尋找骨董和復古商品。隨著時序入冬，裝飾奇趣的百貨商店、書店和玩具店才是最有趣的購物天堂。Fortnum & Mason是英國最古老的百貨公司之一，成立於1707年，耶誕節前夕會將外牆布置成一個巨大的倒數月曆，販售英國經典商品如茶和果醬。隔壁是倫敦最古老的書店Hatchards，1797年開業，擁有瑪格麗特·愛特伍德和DH勞倫斯的初版作品。

Harrods是倫敦最著名的奢侈品百貨公司，這裡有一個令人欣喜的玩具區和大量的裝飾品，可以拿來裝飾耶誕樹。



PHOTOGRAPHY: SHUTTERSTOCK

# 03







# NEW YORK CITY

紐約

New York style is as eclectic and varied as its many neighborhoods. For the classic Big Apple shopping experience, hit Fifth Avenue, which sparkles with magic during the holiday season. The department store Saks Fifth Avenue, Tiffany & Co., and Gucci are all on Fifth, as well as the toy store FAO Schwarz. Spend an afternoon browsing teddy bears, tiaras, and Batman action figures in this fairytale store.

The city also has some wonderful neighborhood bookshops, including The Strand in Union Square, which has a great rare book selection, and McNally Jackson's various branches.

The NoLita neighborhood, with its pint-sized storefronts, has a cute and chic vibe. Browse the many jewelry shops, clothing boutiques, and ceramic stores for pretty gifts.

For a truly New York shopping experience, head to Williamsburg. This Brooklyn neighborhood has long been a frontrunner in everything hipster and artsy. It hosts the flea market Artists and Fleas, where you'll find vintage items and independent designers selling their crafts.

紐約的風格相當多樣，若要走經典的紐約購物體驗，Saks Fifth Avenue百貨公司、Tiffany & Co.和Gucci都在第五大道上，還有在電影《小鬼當家2》中出現的玩具店FAO Schwarz，在這間童話般的店裡，讓人忍不住花整個下午賞玩泰迪熊和蝙蝠俠等玩具。

紐約也有很棒的社區書店，包括聯合廣場的The Strand有很多稀有書籍，以及McNally Jackson書店的各個分店。NoLita街區的店面小巧別致，林立著珠寶店、服裝精品店和陶瓷店。

要真正體驗紐約購物，就得前往威廉斯堡，這個布魯克林街區一直都是時髦和藝術元素的領跑者，可以在跳蚤市場Artists and Fleas選購骨董商品和獨立設計師的手工藝品。



PHOTOGRAPHY: SHUTTERSTOCK





# TOKYO

東京

Another renowned fashion capital, shopping in Tokyo varies greatly from high fashion to alternative looks. There's so much to stock your suitcase with – anime comics, traditional crafts, tea, mochi, *kawaii* clothes, and more.

Harajuku is a mesh of everything: designer brands pack one of its main streets while the street parallel to it is a hotbed for youth fashion – think colors, patterns, and frills.

If it's high fashion that you seek, then Ginza or Roppongi are the areas to visit. Both are busy districts that never sleep – come at night and marvel at the LED displays on building exteriors.

Shibuya is another mecca for youth fashion and is home to Shibuya Parco, a shopping center with a remarkable collection of manga comics and merchandise.

For traditional goods, have a wander in Nihonbashi. Nihombashi Mitsukoshi Main Store is Japan's oldest department store. With shopping assistance in Japanese, English, and Mandarin, visitors can truly shop until they drop!

東京的購物風格從高級時尚到另類造型，相當多樣。這裡有很多東西可以裝滿您的行李箱——動漫、傳統工藝品、茶、麻糬、可愛衣服等。

原宿是個融合一切的地方：設計師品牌擠滿了其中一條主要街道，另一條街則是青少年時尚的溫床，充滿色彩、圖案和褶飾。如果想體驗高級時尚，可以到銀座或六本木逛逛，晚上還能欣賞建築外牆上燦爛如畫的LED螢幕。澀谷是另一個年輕時尚的朝聖地，澀谷Parco更是聚集了全球聞名的電玩遊戲與動漫相關商品。

如果想要傳統商品，可以到日本橋逛逛數百年來一直都在販售糖果和紙張的迷人小店。日本橋三越總店是日本最古老的百貨公司，提供日語、英語和中文協助，旅人可以在這裡盡情購物！👉







This image has been adjusted through visual synthesis.  
本圖經過視覺合成調整。