

Zürich

Geneva + Basel



Need to know



Hotels



Food and drink



Retail



Essays



Culture



Design and architecture



Sport and fitness



Walks



Resources

Bistros. Apéro. Nightlife — Art. Design. Architecture — Hiking. Shopping. Swimming



... All aboard! Join us for a tour of these cities' outposts of good food, design, retail and more. Los geht's! Allons-y! ...

Mixed fashion
Ladies and gentlemen



1 Apartment Store, City
Worldly wise

Hanspeter Limacher and Marcel Hofmann opened this dishy space in 2004 with the aim of showcasing international brands previously absent from the Swiss market. The emphasis is on classic clothing – with collections from Margaret Howell, Sofie D'Hoore and Officine Generale filling the rails – though you can also find eccentric items from brands such as APC. The duo have a second space, Red by The Apartment Store, across the Sihl on Badenerstrasse. 1 Löwenstrasse, 8001, Kreis 1 +41 (0)43 243 1551 theapartmentstore.ch

2 Kevin in the Woods, Langstrasse
Get outta here

A welcome addition to the roster of retailers on Europaallee, Kevin in the Woods brings a sense of wanderlust to city slickers. Concrete interiors are paired with practical but polished clothing and accessories.

Combining form and function, the selection is described as “urban outdoor” and is ideal for both a Swiss mountainside and city pavement. Men’s and womenswear items are plucked from brands such as Swiss-based merino loungewear designer Emyun, leading fabric technology company Snowpeak and French trainers brand Veja.

82 Lagerstrasse, 8004, Kreis 4
+41 (0)44 273 0101
kevininthewoods.com



3 VMC, Rathaus
The jean team

This denim mecca in the Altstadt has been dressing savvy Zürcher since 1986. Roger Hatt and his wife have a knack for sourcing a mean mix of vintage and deadstock US jeans, British tweeds and hard-to-find Japanese labels such as Timeworn Clothing.

While the range feels predominantly masculine, the variety and quality of the cuts opens the stock up to both sexes. The heaving shelves also hold more contemporary, high-end threads, pristine leather jackets and cowboy boots. It’s little wonder that VMC has garnered something of a cult status over the years.

8 Rindermarkt, 8001, Kreis 1
+41 (0)44 251 5696
vmcoriginal.com

On the market

Brockenhäuser (or “Brockli” for short) are treasure troves of bric-a-brac, vintage homeware and secondhand books. These mini flea markets came about as income supplements for charitable organisations but today have grown to encompass private antique dealers too.



Womenswear
Fashion favourites



1 Thema Selection, Rathaus
Utility room

When Sissi Zoebeli, Ursula Rodel and Katharina Bebié took men’s fabrics and spun them into work clothes for women in the early 1970s, the city turned its back. That was until 1974, when US *Vogue* rhapsodized over the androgynous pieces and the label was thrust onto the international fashion stage.

Over the decades, the creative line-up has changed (apart from Zoebeli) and the fabrics have grown more flamboyant. But the trademark masculine tailoring endures. 16 Spiegelgasse, 8001, Kreis 1
+41 (0)44 261 7842
themaselection.ch

2 EnSoie, Lindenhof
Sister act

Colourful patterns are scant and logos non-existent in most of Zürich’s covetable brands. Enter EnSoie, a family-run label that represents the stray red sock in the white wash.

It started as a silk trading company in 1894 and was taken over by Monique Meier in 1984. Her three daughters took the reins in 2013, spruced up the label and lowered the age of its customer base. This three-storey flagship displays a range of the brand’s homeware, as well as cheery dresses, hand-knitted scarves and coats.

26 Strehlgasse, 8001, Kreis 1
+41 (0)44 211 5902
ensoie.com



Mixed bag

01 **Waldraud, Gewerbeschule:**
This shop on Josefstrasse sells clothing and accessories, most made sustainably in small numbers across the globe. Womenswear by Copenhagen’s Stine Goya and minimalist jewellery by AYM sit alongside Peter Jensen dresses, natural soaps by Hanahzo and Comme des Garçons T-shirts. waldraud.com

02 **Kari Kari, Sihlfeld:**
It’s all about slow and ethical fashion at this petite corner shop – a short detour from nearby concept store Qwstion (see page 36) – run by Nina Gschwilm. Think carefully considered threads in enduring cuts from brands such as Lanius, Mara Hoffman and Christandl. karikari.ch

03 **Tasoni, Lindenhof:**
A surprisingly loud edit of pieces from international labels – including Comme des Garçons, Loewe and JW Anderson – plus men’s and womenswear from more left-of-field but equally deserving brands such as Lebanese designer Rabih Kayrouz. tasoni.com

04 **Vestibule, City:**
Arguably one of the first addresses in the city to bring true Parisian flair to the women’s market. Owner Laurence Antiglio also has a knack for finding and stocking the best up-and-comers. vestibule.ch