



TEXT CINDY-LOU DALE

# THE Rotterdam SHOPHOP

In Rotterdam, shopping options are on every street corner. From retro styles and trendy footwear to eco-friendly products and food and souvenirs, there's tons to choose from.



Rotterdam has amassed an amazing pool of talented designers. From established names like Susan Bijl (designs colourful nylon shopping bags), Monique van Heist (Hellofashion) and jewellery designer Zelda Beauchampet (sells under the name of The Boy Scouts), to the recent graduates from the Willem de Kooning Academy. This home-grown talent is characterised by a no-nonsense approach to design that's focused on functionality and originality – firmly putting their mark on Rotterdam.

**This page:** Inside the design store, Groos.

**Jet Airways operates a daily direct flight to Amsterdam from Mumbai and New Delhi. W.e.f. October 29, 2017, the airline introduces a new direct flight between Bengaluru and Amsterdam. Rotterdam lies less than 80 km from Amsterdam.**



**Above:** Susan Bijl designs colourful nylon shopping bags which are environment-friendly.

**Below:** Very Cherry is a sanctuary for those who love all things vintage and retro.



The dynamic street of Van Oldenbarneveltstraat, which is to Rotterdam what Le Marais is to Paris, is simply extraordinary. Exclusive fashion boutiques sit beside luxury footwear shops, which neighbour enchanting cafés. The window displays showcase timeless classics, chic high-heels, elegant evening dresses, classy silk jackets, handbags made from Italian leather, Dutch design jewellery and more. There's lots of French and Scandinavian brands, but so are Rotterdam designers, who are well represented. Everything on Oldenbarneveltstraat is

the embodiment of good taste – even the florist, Zomers is a sensory experience.

Nieuwe Binnenweg, found in a neighbourhood considered hip and multi-cultural, is one of Rotterdam's most acclaimed shopping streets. It is a long row of small boutiques ranging from fashion to interior design, artisan bakeries, tasty delis, trendy coffee houses – there's even an old-fashioned barber. From Sister Moon known for nearly thirty years for its funky clothing, to Buiten, the bio-deli; from crocodile loafers at Corbeau, to the city's ultimate record shop, Demonfuzz, onto Plek, the concept store, and Ruby Lee's vintage fashion for polka-dot flamenco shoes and 1950s-style frocks. As a shopaholic, you will get your fix here. If you're looking for the comfort of familiar retail brands, then it is Beurstraverse you're looking for. The sunken shopping passage, referred to locally as the 'Koopgoot' (shopping gutter), it runs underneath the Coolsingel.

You won't find any chain stores in Korte Hoogstraat, which is somewhat hidden within the busy area of Rotterdam. Here shopping is fun, with surprising shops selling unique products – from comics and superhero merchandise at Yendor and toys at De Zonnewijzer, to hipster fashion at Funkie House and Daily Rush.

From artisan food producers to furniture makers; fashion designers to skaters – the great thing is you cannot compartmentalise them. They'll simply start their own shop selling designer shoelaces, antique soaps and floral lamp shades, if that's what they like.

Just a short walk from Korte Hoogstraat is Pannekoekstraat, a quirky area full of small-scale vintage fashion shops, book stores and delicious eateries. From the lovely retro designs at Very Cherry, to the classy hip-hop Japanese streetwear at Ginza, onto Blick Brillen, the trendiest eyewear store in Rotterdam.

## SHOPPING



**This page:** For skateboards, roller skates and more, RSI The Attraction is the place to be.

If you're adventurous and like to shop off the beaten track, then head to the Hoogstraat, Mariniersweg and the Goudsesingel area. Here are boutiques, galleries and coffee shops – often a combination of all three. They're mostly small but matchless in individuality. Like Foodelicious, who sell their specialist olive oils and vinegars straight from the barrel, and Groos (the forgotten Dutch word for 'proud') a design store for Rotterdam-based fashion and lifestyle products.

One of the most popular shopping streets of Rotterdam is Witte de Withkwartier, the vibrant heart of the Rotterdam art scene, also known for its dynamic nightlife, where you'll find extraordinary things. From high-end fashion at Margeeth Olsthoorn, to hammocks, shisha pipes and ottomans at Danny de Cactus; at Sluifster & Meijer it's gadgets, all things design, jewellery and more. Then there's the latest sneakers at Seventyfive, trend-setting lingerie at Marlies Dekkers, and for roller skates there's RSI The Attraction.

The Hofbogen arches are two kilometres of design, fashion and artisan cuisine – found under an old railway viaduct, where dozens of creative entrepreneurs have set up shop. There are no brand stores, no chains, just small speciality shops like Clone's vinyl records, Misura Sartoria for handcrafted suits, North Sea Design for vintage Dutch and Scandinavian interiors – it's all unique products, run by locals.

If you love all things vintage, take an afternoon to explore Zwaanshals, Zaagmolenkade and Noordplein. This historical neighbourhood has, in recent years, emerged as a true design paradise. From their historical homes, designers sell their own work and that of other designers, often handmade. Like the Contemporary Showroom, filled with beautiful vintage items and contemporary designer furniture; and Studio Daisy Kroon whose conceptual approach to fashion has created items that are wearable and luxurious. For 3D-printed jewellery, there's & designshop, and Kookpunt is kitchen haven for both, amateur and professional chefs. There's leather bags and accessories at Olga Korstanje, while Showroom41 is a tantalising world of beauty and design in a huge movable display case; and no city is complete without their own artisanal chocolatier – Rotterdam has Olala Chocola.

With such an extensive selection of shops ranging from national and international chains to brand and concept stores, and trendy local shops to design studios, it's easy to see why Rotterdam is an incredible city to shop in! Moreover, in the city centre, most shops are open seven days a week.

Make sure you come armed with your best walking shoes, enough bills in your pocket and the will to shop till you drop!



### OTHER MUST DO'S...

- ✦ Grab lunch at Rotterdam's Markthal, a Sistine Chapel of fresh produce. It's a four-storey tall apartment block raining supersized fruits and veggies from its vaulted ceiling onto 45 stalls of artisan food producers. ([www.markthalrotterdam.nl](http://www.markthalrotterdam.nl))

---

- ✦ Take the fast elevator up the Euromast and treat yourself to breathtaking 360° views across city whilst taking in a traditional Dutch tea and apple pie. ([www.euromast.nl](http://www.euromast.nl))

---

- ✦ Go for a 20-minute high-speed jet engine speedboat ride through Rotterdam harbour. ([www.funjet.nl](http://www.funjet.nl))

---

- ✦ For those with a sweet tooth, do a lunchtime trip on the Pancake Boat, moored opposite the Euromast. ([www.pannenkoekenboot.nl](http://www.pannenkoekenboot.nl))

**Above:** The four-storey Markthal market is a hub of fresh produce and artisanal foods.  
**Below:** Shop for hip, trendy footwear at Corbeau.



**Jet Airways flies daily to Amsterdam from Mumbai and Delhi. W.e.f. October 29, 2017, the airline introduces a new direct flight between Bengaluru and Amsterdam. Rotterdam lies less than 80 km from Amsterdam.**

#### QUICK FACTS

##### ACCOMMODATION

From BnBs to five-star hotels, Rotterdam has accommodation to cater to all price points.

##### FOR MORE INFORMATION

Visit [www.rotterdam.info](http://www.rotterdam.info).

nattawit.sree / Shutterstock.com; image courtesy of Corbeau