

FASHION AND SHOPPING



Is your incentive looking for sophistication, lifestyle, treating your guests like the stylish creatures they are? Then Madrid is the answer. One of the key moments of the year is the Mercedes Benz Fashion Week Madrid, which brings together the big designer brands for fashion shows and a host of events around the city. From the traditional premium shopping street, Calle Serrano, to the new Galería Canalejas, the city offers many lifestyle experiences.



Galería Canalejas is the new international icon of luxury and fine dining in the heart of Madrid. It is part of the Centro Canalejas Madrid, an ambitious project promoted by OHL and Mohari Hospitality, which has combined seven historic buildings in the city centre, designed by Estudio Lamela. The building also houses the first **Four Seasons** hotel in Spain, with 22 exclusive residences.

The centre relocates the “golden mile” of luxury to the heart of the city in more than 15,000sq.m over three floors with the most prestigious fashion, jewellery and gastronomy brands.

Thanks to its location, architecture, history and distinctive mix of brands, leisure facilities and gastronomy, Galería Canalejas has become Europe’s leading luxury shopping and foodie destination.

Madrid offers as many experiential ways as there are styles: chic, bohemian, alternative, vintage... One is in the heart of the city centre – Gran Vía, Puerta del Sol – where traditional shops mix with innovative outlets and department stores. A vibrant offer can also be seen in the **Barrio de Las Letras, Madrid de Los Austrias, Lavapiés, La Latina, Chueca, Malasaña, Conde Duque**, with shops that are steeped in the city’s history.

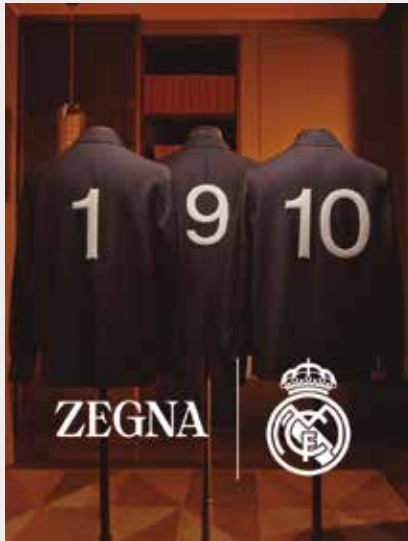
Madrid’s chic route par excellence is known as the Golden Mile, which concentrates major fashion brands and designers in streets such as Serrano and Ortega y Gasset. The Azca-Castellana area includes **El Corte Inglés’** most specialised luxury shops and personal shopper services. Beyond the traditional circuit is **Calle Fuencarral** and the **Chueca** neighbourhood, with avant-garde shops and cafés, or **Malasaña**, epicentre of the mythical *movida* of the 80s, the energetic cultural rebirth post Franco. Complete your incentive with a personal shopper, perfume tastings, beauty treatments, and at the lower floor of the Hotel RIU Plaza de España enjoy the worlds’ largest Zara – all designed to make your group feel pampered.

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Loewe Experience

Loewe is a luxury fashion house owned by LVMH and known for its leather goods, fashion, accessories and lifestyle products. Its art collection encompasses paintings, sculpture and photography and this is displayed at Casa Loewe on Madrid’s Milla de Oro, one of the chicest areas of the capital. Visiting Casa Loewe is like entering the home of a private collector. Participants are greeted by the manager with mimosas and pastries before the shop opens, when they are given a guided tour of the art collection and enjoy a stroll through its three floors with a catalogue of antiques and art. After the visit, they go to the shop where an exquisite flower arrangement awaits, and they will learn how to create this at home. To end this luxury experience, a Loewe leather craftsman demonstrates and explains the delicate making of a handbag. And then, shopping at Loewe!



Zegna at Galería Canalejas

Zegna brings luxury, fashion and sport together to offer a private visit to the **Santiago Bernabeu Stadium and its museum**, where guests can see trophies and enjoy a panoramic view of the stadium, followed by a visit to the Galería Canalejas, accompanied by concierge staff. Afterwards, Zegna, Real Madrid's Official luxury travel wear, shows off the team's new kit and personalisation of the garments. A glass of champagne in the private room of the Galería Canalejas concludes the tour, co-created with Spain is Excellence.



Exhibition, fashion show, and gala dinner to present the new Cartier jewellery

Cartier presented its new jewellery collection "Beautés du Monde" in Spain, bringing together clients, friends, press, influencers and international celebrities in locations across the capital: the former British Embassy building, the Palacio de Liria, the Plaza de las Ventas, the Casino... At each site, there were events, some of which were open to clients, such as a jewellery exhibition in the former British Embassy. The agency was SOMOS Experiences.

The presentation took place at Palacio de Liria, where guests enjoyed typical Cartier designs, accompanied by haute couture in the gardens. Two Michelin star chef Diego Guerrero provided the food and the event was accompanied projections, dance and music on the façade of the Palace, created by choreographer and brand ambassador Blanca Li. Last but not least, there was a flamenco show and performances by artists such as Rita Ora and the Black Eyed Peas.



Glamour and luxury at the Dior night party

For the launch of its new perfume J'adore Parfum d'Eau, Dior organised a night of glamour that dressed the capital's Golden Mile in white and gold (agency: 109 Events & Experiences by Newlink). The spirit of Dior was transferred to a space where the Gold & White dress code followed the design line of the perfume. A large 3D photocall with the J'adore flower in evidence welcomed influencers, artists and celebrities and the highlight of the evening was a performance by two dancers at the foot of the Jardins de la Découverte monument with a DJ set by Pascal Moscheni.