



**HANOI'S** humming Old Quarter has been a hotbed of trade for centuries. Its streets and alleyways have long been where traditional medicine doctors, metal workers, bamboo artisans and silversmiths are found. Nowadays, alongside traditional wares, it's home to chic lacquerware, vintage clothing and cutting-edge design collectives. Meanwhile, north of the Old Quarter and close to the twin lakes of Ho Truc Bach and Ho Tay, contemporary art shops and avant-garde fashion houses abound. More than any other Vietnamese city, Hanoi welcomes fresh trends while honouring the past, and nowhere is this more evident than in the city's vivacious shopping culture.

### 1. HANG GAI, HANG TRONG AND NHA THO

The chock-a-block streets of Hang Gai, Hang Trong and Nha Tho form a convenient S-shaped shopping trail that culminates at St. Joseph's Cathedral. On the east end of Hang Gai Street, shops like Thang Long Gallery showcase works from some of Vietnam's more established contemporary artists. Hang Trong Street has several women's fashion boutiques, including Lam Boutique and Tracy Studio. On Nha Tho Street, you'll find all manner of mementos, from affordable souvenirs to pricier antiques.

📍 [lamboutiquevn](#)  
🌐 [tracystudio.com](#)

### 2. HANOIA HOUSE

With a stylish boutique on Hang Dao Street, Hanoi House entices design enthusiasts with vibrant homewares, jewellery and other decorative delights – all made using lacquer, a keystone of Vietnamese craft. Even if the pieces aren't to your liking, stop by to explore this 17th-century building, which consists of three rooms divided by spacious open-air courtyards. There's even a tiny shrine on one of the upper floors. ➡

🌐 [hanoia.com](#)

# 購物地圖河內

河內貴為越南的首都兼文化重鎮，將傳統與時尚兼收並蓄，為遊客打造別樹一幟的購物體驗，比其他越南城市更勝一籌

撰文 **JOSHUA ZUKAS**

河內的老城區車水馬龍，數百年來均是商業搖籃。在熙來攘往的街道和小巷，聚集了東醫（當地傳統醫師）、鐵匠、竹藝師及銀匠。然而這個社區亦正在蛻變中，除了傳統技藝，還有琳琅滿目的別緻漆器、復古衣飾以及尖端的時尚設計。與此同時，在老城區以北，竹帛湖和西湖一帶亦迎來新風，當代藝術館和前衛時裝店比比皆是。也許，河內比越南其他城市更懂得擁抱新潮流，同時不忘尊重傳統，這也充分表現在其充滿活力的購物文化中。

### 1. HANG GAI、HANG TRONG和NHA THO街區

Hang Gai、Hang Trong和Nha Tho是三條人流不絕的街道，縱橫交錯，構成一條便捷的S形購物大道，以著名景點河內大教堂（聖約瑟主教座堂）為終點。Hang Trong街的東邊藝術氣息濃厚，進駐了多家藝廊，如收藏好些越南知名當代藝術家作品的Thang Long Gallery。Hang Trong街則是時尚女裝的集散地，聚集了多家時裝店如Lam Boutique和Tracy Studio。來到Nha Tho街，滿眼盡是形形色式的紀念品，從實惠手信到價格不菲的古董皆備，豐儉由人。

📍 [lamboutiquevn](#)  
🌐 [tracystudio.com](#)

### 2. HANOIA HOUSE

位於Hang Dao街一隅的Hanoi House，主打繽紛的家居用品、珠寶首飾和其他裝飾品，吸引設計愛好者駐足。店內所有作品均髹上亮漆，採用大膽的單色調和閃亮飾面，令人留下深刻的印象。即使絢爛色彩並非你杯茶，也不妨到Hanoi House一遊，細品這座建於17世紀的古老建築物。這幢樓房由三間大房組成，各有寬敞的露天庭院作間隔，其中一間大房的樓上有一座小小的神龕。➡

🌐 [hanoia.com](#)



SHOP THE CITY

# HANOI

NO VIETNAMESE CITY BLENDS TRADITION MORE SEAMLESSLY WITH CUTTING-EDGE FASHION, MAKING HANOI AN ECLECTIC SHOPPER'S PARADISE

BY **JOSHUA ZUKAS**



Photos: Intersection: xPacifica/Getty Images. Hang Gai: Gonzalo Azumendi/Getty Images. Others: Courtesy Images. Illustration: Tony Laung







### 3. TIRED CITY

Just a few steps from Hoan Kiem Lake, Tired City was formed by a collective of young artists and designers who are challenging Vietnam's traditional aesthetics. You'll find plenty of T-shirts and hoodies, but also playing cards, wall posters, tote bags, badges and stationery featuring irreverent designs that push social boundaries. Look out for daring prints of a police officer cruising on a skateboard and traditionally dressed women making rude gestures.

[tiredcity.com](http://tiredcity.com)

### 4. HIEN VAN CERAMICS

Hien Van Ceramics is buried in one of Hanoi's grandest French colonial mansions. Climb the imperial staircase, wander down the hallway that passes Loading T, a café, and find Hien Van Ceramics on your left. Bui Hoai Nam Son, the shop's lead ceramicist and founder, comes from a family of artisans famed for their vases, cups and teapots. A tell-tale sign of his work is *men tro*, a glazing technique using burnt rice husks. If he's in his shop – and he often is – he can tell you all about it.

[hienvan ceramics.com](http://hienvan ceramics.com)

### 5. CHAN CON CONG

For retro and vintage clothing with a Vietnamese twist, look no further than Chan Con Cong. This is also a shop for bargain hunters, with items starting at just a few US dollars, though larger sizes may be few and far between. The range is eclectic, but the funky and friendly staff won't mind you taking the time to find what works for you.

[chanconcong.vintage](https://www.instagram.com/chanconcong.vintage)



### 3. TIRED CITY

距離還劍湖僅數步之遙的Tired City，是一家樓高兩層、走簡約主義路線的商店，由一群敢於挑戰越南傳統美學的年輕藝術家和設計師創辦。走進店內，你不單會發現大量T恤和連帽衫以供選購，還有撲克牌、海報、手提袋、襟章和文具等各式產品，設計不拘一格，遊走在突破社會規範的邊緣，當中的大膽圖案包括警察踩滑板、穿著傳統服裝的婦女肆無忌憚展示粗鄙舉動。

[tiredcity.com](http://tiredcity.com)

### 4. HIEN VAN CERAMICS

Hien Van Ceramics坐落於河內一幢美輪美奐的法國殖民時期宅邸，爬上堂皇的樓梯，沿著昏暗的走廊經過Loading T咖啡室，左邊便是其蹤影。該店的首席陶藝師兼創辦人Bui Hoai Nam Son生於工匠家庭，十多年前師承父親，學習製作花瓶、杯子和茶壺，其作品一大特色是採用一種以燒焦稻殼製成、名叫「men tro」的釉。如果碰巧他在店內（事實上他經常駐場），他會向你細訴箇中一切故事。

[hienvan ceramics.com](http://hienvan ceramics.com)

### 5. CHAN CON CONG

想找具有越南特色的復古服裝？Chan Con Cong是不二之選。這裡也是追求廉價物美者的天堂，最便宜的貨品價錢僅為數美元。店內的服裝異常不拘一格，而且大碼衣飾寥寥可數。不過，這裡的店員時髦又友善，不會介意你長時間流連尋找心頭好。

[chanconcong.vintage](https://www.instagram.com/chanconcong.vintage)

### 6. MANZI ART SPACE AND CAFÉ

Apart from live music nights, experimental film screenings and contemporary exhibitions, Manzi Art Space and Café has an art boutique on its upper floor. Enter through the leafy front garden, pass through the café and climb the creaky wooden staircase. You'll find a trove of prints, paintings and sculptures from both established and up-and-coming Vietnamese artists. Pop into Manzi Exhibition Space, a sister venue around the corner, for stirring temporary exhibitions.

[manziart.space](http://manziart.space)

### 7. KILOMET109

Designer Thao Vu pioneered slow fashion in Hanoi with Kilomet109, a shop on the shore of West Lake. Her designs, which include clothing and accessories for both men and women, draw inspiration from Vietnam's rich textile and design traditions. Expect interlacing jewellery that echoes Hanoi's iconic tangled power cables and coats dyed with the charcoal blues of the Hmong, an ethnic group living in Vietnam's northern mountains.

[kilomet109.com](http://kilomet109.com)

### 8. CHULA

Laura Fontan and her late husband Diego Cortizas launched Chula after moving to Hanoi in 2004. Weaving Vietnamese textiles with the couple's native Iberian flair, Chula's collections for women include *ao dai* (Vietnam's national dress) with prints inspired by ethnic minority attire, as well as kaleidoscopic skirts and elegant evening wear. The more limited men's collections include patterned linen shirts that are ideal for Vietnam's hot and humid summers. ○

[chulafashion.com](http://chulafashion.com)



Photos: Courtesy images

### 6. MANZI ART SPACE AND CAFÉ

藝廊兼咖啡室Manzi Art Space and Café處處充滿藝術氛圍：現場音樂之夜、實驗電影放映環節及當代藝術展覽，無一不是創意澎湃，而且樓上還有一家隱世藝術精品店。進入這幢頗具殖民風情的建築物，先會穿過鬱鬱蔥蔥的花園，然後經過咖啡室，再爬上嘎吱作響的木樓梯，抬眼便是一系列來自越南知名藝術家和新銳後進的獨家紀念品，如版畫、繪畫和雕塑等。遊逛過後，不妨順道探訪就在拐角處的姊妹場館Manzi Exhibition Space，參觀令人心動的限時展覽。

[manziart.space](http://manziart.space)

### 7. KILOMET109

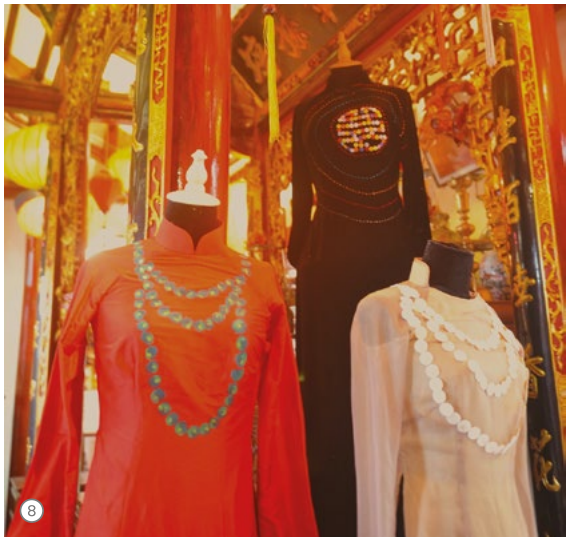
由設計師Thao Vu開設的Kilomet109時裝店位於西湖畔，開創了河內慢時尚的先河。越南擁有豐富的紡織和設計傳統，設計師從中汲取養分，作品包括男女時裝和配飾，例如受河內電線桿上凌亂糾纏的電纜啟發，把這道馳名風景轉化成纏繞交錯的首飾，還有取材自越南北部山區苗族的灰藍色外套。


[kilomet109.com](http://kilomet109.com)

### 8. CHULA

2004年，西班牙夫婦Laura Fontan和現已辭世的Diego Cortizas來到河內，創立了時裝品牌Chula，他們採用越南布料剪裁出富伊比利亞魅力的服飾，女裝系列包括飾上少數民族服飾印花的越南長襖「奧黛」、印上萬花筒圖案的半截裙和設計典雅的晚裝。男裝款式較少，亞麻布印花襯衫是其中一款產品，非常適合越南炎熱潮濕的夏季。○


[chulafashion.com](http://chulafashion.com)





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