



Berlinomat, the design frontline

Shopping Around

BERLIN'S NEUE 'HOOD

East of Mitte's chic boutiques and the Ku'damm's ritzy department stores, the neighborhood of Friedrichshain is Berlin's new launching pad for local designer fashions and housewares. Fanning out around Boxhagener Platz (the site of a popular flea market), a slew of unique small shops has opened for intrepid shoppers. BY ARABELLA BOWEN

1 BERLINOMAT If you get to only one boutique in Berlin, make it this concept shop that's home to 180 local designers. The store heralded Friedrichshain's arrival as a shopping destination when it opened in 2003. The goods range from Extratapet's panoramic

cityscape wallpaper (below) to T-shirts from Berlinomat's own line. A smaller outpost of the store is located at the Galeries Lafayette in Mitte. *Frankfurter Allee 89; 49/30-4208-1445; berlinomat.com*

2 SIMONUNO The superior quality of this store's eco-friendly, fair-wage T-shirts and sweat-shirts will have you reevaluating any prior affinity to American Apparel. The 14 styles for men and women are exceptionally soft, made of bamboo fabric, come in 22 sophisticated colors, and start at just \$24. *Simon-Dach-Strasse 1; 49/30-2936-4448*

3 OLIVIA Erich Hamann's Classic Bittere Schokolade (dark chocolate), made in Berlin since 1912, is just one of the highlights of this darling pan-Europe chocolate

shop. Drop by after browsing the flea market; it's one of only a handful of stores in the area to keep Sunday hours. *Wühlischstrasse 30; 49/30-6050-0368; olivia-berlin.de*

4 LESEN & LESEN LASSEN

This cozy spot is the epitome of the independent neighborhood bookshop. Even if you cannot decipher German, the shop's bold, linear postcards of East Berlin's iconic Fernsehturm ("television tower") don't need translation and will seem über-cool to recipients back home. *Wühlischstrasse 30; 49/30-291-5382; lesen-und-lesen-lassen.de*

5 HEIMSPIEL As its name suggests, Heimspiel ("home game") is all about native Berlin talent, with a well-chosen selection of locally designed clothing, accessories, and home designs in a spare gallery space. Look for loose-fitting, colorful pieces by Anima. *Niederbarnimstrasse 18; 49/30-2068-7870; heimspiel-berlin.de*

6 FUSSGARAG This airy "foot garage" on Friedrichshain's main drag trends toward comfortable footwear from well-known brands like Adidas, Clarks, and Vans but adds a small selection of niche continental brands like Giesswein (Austria) and Grünbein (Switzerland). *Simon-Dach-Strasse 13; 49/30-8472-6777*

FROM TOP: COURTESY OF BERLINOMAT; LAURA JOHANNSEN; MAP BY STEVE WALLONWIAK



Cityscape wallpaper from Berlinomat

