

Experience Nuremberg's City Center

Shopping, strolling, sightseeing –Nuremberg's city center offers a very special flair. With the Church of St. Lawrence as a focal point, all the shopping streets come together: Königstraße, Breite Gasse and Karolinenstraße. In addition to well-known fashion chains, small boutiques invite you to shop and browse. A highlight is the freshly renovated (in 2022) fashion store "Wöhrl", which blends with its innovative concept sustainability and quality into a special shopping experience. The integrated Café Wöhrleben offers the perfect place in the sun at the Weißer Turm with a view of the "Marriage Carousel" fountain. One can also stroll down the Kaiserstraße to Trödelmarkt, where one finds many owner-operated shops. The best place to join the crowds is from the Königstraße to the Main Market Square over the Museums Bridge. Small stands line the street and cafés along the Pegnitz River invite you to sit and relax.

A perfect place to start sightseeing is the central Main Market Square. Here, one can discover the Church of Our Lady, City Hall and the Beautiful Fountain which lead the way up to the Imperial Castle. And it's worth it: The Castle District with its many half-timbered houses has its very own charm. In the lanes there are many small shops, offering a range from designer fashion, jewelry and shoes to antiques. The medieval atmosphere of the Castle District is also reflected in the Craftsmen's Courtyard, near the main train station. Traditional craftsmen, such as tinsmiths, glass cutters, glass painters, doll makers and leather bag makers offer their wares in a typical half-timbered ambience.

Locals as well as guests treasure the interaction of a shopping adventure and a relaxed stroll in the winding alleys of the Old Town of Nuremberg. It is the calm atmosphere of this Franconian city on the Pegnitz River that invites you to visit.

Outside of the Old City walls, in the north and south of the town there are large shopping malls and places to explore further afield: The outlet stores of the Adidas and Puma brands are located just a half hour away from Nuremberg's city center in Middle Franconia's Herzogenaurach.