

PRESSE INFORMATION

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Shopping Enjoyment in Nuremberg



Shopping in Nuremberg (Photo: Steffen Oliver Riese)

Shopping in the Nuremberg city center is a relaxed and enjoyable experience. The spaciouly laid out pedestrian zone, which was created in 1966, is one of the oldest in Germany and largest in Europe. Within convenient walking distance, many department stores and shops offer something for everyone: Fans of fine fashion, bargain hunters and trend setters. In the historical atmosphere of the Old Town, it's easy to combine a stroll through exclusive boutiques, modern shopping arcades or well-stocked department stores with a sightseeing tour.

The heart of Nuremberg's city shopping – the parallel streets Karolinenstraße and Breite Gasse – is located near the beautiful church of St. Lorenz. Here, the whole family can dive into shopping enjoyment. There's something for every taste and budget. The nearby Kaiserstraße offers exclusive shops for those looking for something special. Elegant boutiques present brand names from famous designers and bring a metropolitan flair to Franconia.

A stroll through the Kaiserstraße leads to the Main Market Square – the Hauptmarkt – Nuremberg's "front parlor". There, a feast for the senses awaits visitors at the daily farmers' market. Market booths with their distinctive and charming red and white roofs offer delicious things to stimulate the palate. One finds fresh fruit and vegetables, meat and sausages from the region, cheese and baked goods. The colorful flower stands are a feast for the eyes.

Congress- und Tourismus-Zentrale Nürnberg
Frauentorgraben 3
90443 Nürnberg
Deutschland

Pressestelle
Telefon: +49 911 23 36-114
ziik@ctz-nuernberg.de

tourismus.nuernberg.de

In the numerous tiny alleys around the Main Market Square and at the foot of the castle there are many unique small shops to discover. Whether it's designer fashions, jewelry, shoes or antiques, there is a lot to explore. If you are looking for something unusual, this is the place to search.

One charming feature of the Nuremberg shopping scene is the Craftsmen's Courtyard. Traditional artisans such as pewterers, glass engravers, glass painters, doll makers and leather bag makers offer their wares in old-fashioned half-timbered houses – some craftsmen even create superb custom-designed jewelry.

Outside the walls of the Old Town, Nuremberg is recognized as a diverse and attractive shopping city with good transportation links. Large shopping malls in the north and south sides of town are ideal shopping destinations for those living in the surrounding area.

It's easy to find attractive bargains in the cities near Nuremberg. You can reach the Ingolstadt Village Designer Outlet with a dedicated bus link that departs from the center of Nuremberg. The outlet stores of the famous name brands Adidas and Puma are located in the Franconian town of Herzogenaurach, just a half-hour drive away from Nuremberg.

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