

SHOPPING



ON THE STREET

From Catholic kitsch to rings made from computer keys, Neapolitan shopping is funky and offbeat.

Forget multinational malls and homogenised high Streets. In Naples, retail therapy is as idiosyncratic as the city itself. Chain stores do exist but they play second fiddle to specialised shops owned by enterprising locals: from vintage delis crammed with local produce to artists' lounge rooms stocked with unorthodox sculpture.

Neapolitans are seasoned shoppers, and Saturday morning is their favourite time to shop. Even busier than Saturday mornings (but worth the bumps and bruises) are the sales, which take place from January to mid-March and from early July to early September. Stock is reduced at these times by up to 75% and smaller shops generally offer the best buys to shoppers.

Different neighbourhoods offer very different shopping experiences. For the hot and the haute, head to Chiaia where Via Calabritto, Via dei Mille and Via G Filangieri read like a *Vogue* directory. This is the place for Armani, Zegna and legendary local tailors like Finamore and Borrelli (see p143). Chiaia is also great for sleek homewares and cutting-edge jewellery. Just off Piazza dei Martiri, Via Domenico Morelli is the place for antiques, while Via Chiaia heaves with midprice fashion chains.

At its eastern end Via Chiaia spills onto Via Toledo, the city's buzzing high street. A prime spot to people-watch, this is where you'll find everything from upmarket department stores to chintzy *bomboniere* (christening mementos) shops.

Catch the funicular to Vomero for preppy purchases, or better still go east for trad, kooky and kitsch in the gritty centro storico (historic centre). Here, speciality streets include Via

Port'Alba for secondhand bookshops, Via San Sebastiano for musical instruments and Via San Gregorio Armeno for beautifully crafted *presepi* (nativity scenes).

South of the centro storico you'll find frenetic Corso Umberto I, where cashed-up teens come for cool, cheap threads and funky trainers. Further south around Piazzetta Orefici (Goldsmiths' Sq), the Borgo degli Orefici (Goldsmiths' Quarter) is the city's traditional home of bling.

But for the ultimate Neapolitan shopping fix, hit the legendary markets. Home to one of the world's biggest counterfeit scenes, Naples will provide you with anything from bootleg CDs and kinky knickers to convincing Gucci fakes – all at dirt-cheap prices. Don't forget to haggle, and watch your wallet – pickpockets love to shop here too.

Shops are usually open from 9.30am to 1.30pm and 4.30pm to 8pm (in winter) or 4pm to 8.30pm (in summer) Monday to Saturday, closing on Monday mornings in winter and Saturday afternoons in summer. Small boutiques or speciality shops might not open until 10am, and afternoon hours

might be shorter. Department stores and larger chains are open from 9.30am to 8.30pm. Many shops throughout the city are closed in August. Where opening hours are listed in the reviews below, it indicates that they vary from standard opening times.

A value-added tax of 20%, known as *Imposta de Valore Aggiunto* (IVA), is slapped onto just about everything. If you are a non-EU resident and spend more than €180 in a single shop at once, you can claim a refund when you leave the country. See p251 for more information. Postpurchase, make sure you're given a receipt. By law, the *guardia de finanza* (finance police) can make a spot check outside the shop, and if you don't have a receipt you may be fined.

CENTRO STORICO & MERCATO

BERISIO MAP PP280-1 BOOKS

☎ 081 549 90 90; Via Port'Alba 28-29; ☒ Dante Set on a street of secondhand bookshops, this stalwart boasts floor-to-ceiling preloved titles. Pick up a Caravaggio catalogue, flick through a Neapolitan design book or adopt a dog-eared play script. Most titles are in Italian. There are also some cool puzzles for the kids.

BLUE CHIARA LUCE

MAP PP280-1 ARTISAN CRAFT

☎ 081 29 94 57; Via Tribunali 340; ☒ Dante Need a frock for your *pastori* (nativity-scene figurines)? Lucia Azzurro sews up baroque costumes in silks and linens for crib-scene characters and religious statuettes, leaving

your three wise men perfectly preened for any miraculous occasion.

CARPISA MAP PP280-1 BAGS & LUGGAGE

☎ 081 563 57 77; Corso Umberto I 342; ☒ R2 Corso Umberto I Steal the scene with a suitcase from Carpisa. Cool, fun and cheap, colours range from eye-squinting yellow to Day-Glo green. Mix and match with tropical-print totes, or sling something over your shoulder for as little as €10.

CHARCUTERIE MAP PP280-1 FOOD

☎ 081 551 69 81; Via Benedetto Croce 43; ☒ Dante Even the doors heave with gourmet grub at this jam-packed little deli. Fill your bags with pasta, macaroons, grappa (Italian pomace brandy), lemon-flavoured olive oil and chocolate-coated figs.

CRYPTON

MAP PP280-1 MENSWEAR

Corso Umberto I 105; ☒ R2 Corso Umberto I Perma-tanned girlfriends dress up their studs at Crypton. Two floors burst with sexy streetwear, from pec-flaunting T-shirts and cool skater jeans to a modest selection of trainers. Brands include Lee, Tiger, Asics and Lonsdale.

GAY-ODIN MAP PP280-1 CHOCOLATES

☎ 081 40 00 63; Via Toledo 427; ☎ 9.30am-8pm Mon-Sat, 10am-2pm Sun; ☒ Dante No, this is not a gay bar – it's just the city's best-loved chocolate shop. Pig out on chocolate-coated coffee beans and a fiery

CLOTHING SIZES

Measurements approximate only, try before you buy

Women's Clothing

Aus/UK	8	10	12	14	16	18
Europe	36	38	40	42	44	46
Japan	5	7	9	11	13	15
USA	6	8	10	12	14	16

Women's Shoes

Aus/USA	5	6	7	8	9	10
Europe	35	36	37	38	39	40
France only	35	36	38	39	40	42
Japan	22	23	24	25	26	27
UK	3½	4½	5½	6½	7½	8½

Men's Clothing

Aus	92	96	100	104	108	112
Europe	46	48	50	52	54	56
Japan	S	M	M	L		
UK/USA	35	36	37	38	39	40

Men's Shirts (Collar Sizes)

Aus/Japan	38	39	40	41	42	43
Europe	38	39	40	41	42	43
UK/USA	15	15½	16	16½	17	17½

Men's Shoes

Aus/UK	7	8	9	10	11	12
Europe	41	42	43	44½	46	47
Japan	26	27	27½	28	29	30
USA	7½	8½	9½	10½	11½	12½

THE BEST OF NEAPOLITAN KITSCH

Flashing halos, Godfather bling, action-packed *pastori* (nativity-scene figurines) – Naples is a kitsch-lover's paradise. For a taste of old-school trash and tack, hit the following garish gems:

Arte in Movimento (Map pp280-1; ☎ 081 420 10 94; Via San Biagio dei Librai 33; ☒ Dante) Head here for motorised *pastori* and hand-painted Neapolitan clichés. Best of the bunch is a bending *pizzaiolo* (pizza maker) complete with fiery oven.

La Galleria delle Bomboniere (Map pp280-1; ☎ 081 551 80 95; Via Enrico Pessina 76; ☒ Dante) Southern Italian chintz at its overstated best – think Communion-themed photo frames, mock-baroque jewellery boxes, glass pumpkin carriages and chirpy ceramic squirrels.

Napoliomania (Map pp280-1; ☎ 081 41 41 20; Via Toledo 312; ☒ CS to Via Toledo) Tacky and proud of it, this offbeat shrine to local pop culture is the place for plastic Totò statues, Neapolitan 'survival kits' and cheeky jocks with bawdy local slang.

Via Francesco Caracciolo (Map pp284-5; ☒ C25 to Riviera di Chiaia) The stalls along the sea on Via Caracciolo are the place for over-the-top seashell souvenirs and bright plastic Madonnas.

Via Mezzocannone (Map pp280-1; ☒ E1 to Via Mezzocannone) Another great street for Catholic kitsch, here you'll find anything from the Virgin Mary with a blinking crown to a glow-in-the-dark Jesus.

MARKET TIME

Naples' legendary markets are loud, intoxicating and just a little bit edgy, so hang on to your wallet. Beware the digital/video camera scam – the result, in short, is that you buy an empty box. If you *are* tempted, then insist that you buy the particular camera being demonstrated, rather than the prepackaged one. Most designer goods are fakes (but perfect copies) and vendors are open to haggling, except where specified below. The following markets are the cream of the crop:

Bancarelle a San Pasquale (Map pp284–5; Via San Pasquale, Via Imbriani & Via Carducci; ☎ 8am–2pm Mon–Wed, Fri & Sat, closed Aug; 🚗 C25 to Riviera di Chiaia) Hit the stalls on Via Imbriani for hip threads, sarongs and avant-garde jewellery. The section between Via Carducci and Via San Pasquale is great for fish, spices, fruit and vegetables. Not a place for haggling.

Fiera Antiquaria Napoletana (Map pp284–5; Villa Comunale; ☎ 8am–2pm last Sun of month, closed Aug; 🚗 C25 to Riviera di Chiaia) Set on the waterfront, this is a cool, laid-back spot for vintage silverware, jewellery, furniture, paintings, prints and wonderful, overpriced junk.

La Duchessa (Map pp280–1; Via S G Calasanzio & surrounding streets; ☎ 8am–2pm Mon–Sat, closed Aug; 🚗 R2 to Piazza Garibaldi) Packed, gritty and obscenely cheap, this multiethnic hot spot heaves with counterfeit booty, from bootlegged blockbusters and porn to fake D&G belts and Prada bags. Stock up on African knick-knacks, soccer tops and cheap knickers.

La Pignasecca (Map pp280–1; Via Pignasecca & surrounding streets; ☎ 8am–1pm; 📍 Montesanto) Naples' oldest and (arguably) best market is the place for food. You'll find everything from fresh mozzarella and crunchy Casareccio bread to meat, fish and artichokes. It's also good for discounted perfume and linen, kitchenware, Neapolitan hip-hop CDs and cheap (fake) designer bags and threads.

Mercatino di Antignano (Map p283; Piazza degli Artisti; ☎ 8am–1pm Mon–Sat, closed Aug; 📍 Medaglie D'Oro) Up high in Vomero, this place is popular for bags, jewellery, linen, kitchenware, shoes, new and end-of-season clothing. And a hysterical stall owner who throws underwear in the air while screaming out *Un euro! Un euro!* (One euro! One euro!)

Mercatino di Posillipo (Map p287; Parco Virgiliano; ☎ 8am–2pm Thu, closed Aug; 🚗 140 to Viale Virgilio) Not the cheapest market, but the best for quality goods. Top buys include genuine designer labels (although the D&G and Louis Vuitton bags are fakes), women's swimwear, underwear and linen. It's only the African vendors at the bottom of the hill who don't mind a haggle.

Mercato dei Fiori (Map pp280–1; Castel Nuovo; ☎ dawn–noon; 🚗 R2 to Piazza del Municipio) Got a date? Then pick up a fresh bunch of roses at the city's flower market.

Mercato di Poggioreale (Map pp278–9; Via Nuova Poggioreale; ☎ 8am–1pm Fri–Mon, closed Aug; 📍 Gianturco) Set in the city's old slaughterhouse there are 40 shoe stalls alone that sell hot designer overstock and no-frills everyday brands. Equally fab are the cheap casual wear, suits, colourful rolls of fabrics and kitchenware.

Porta Nolana (Map pp280–1; Via Nolana; ☎ 8am–6pm; 🚗 R2 to Piazza Garibaldi) A heady, sprawling wonderland of bellowing fishmongers, industrious Chinese traders and contraband cigarette stalls. Grab a grilled cob of corn and hit the threstled streets for fresh fish and fruit, cheap watches, nifty gadgets and compilation CDs from the '80s.

peperoncino-cioccolato (chilli-chocolate) combo.

Best of all, there are eight branches in Naples to lose control in; this branch is the most central and convenient.

GIUSEPPE FERRIGNO

MAP PP280-1

ARTISAN CRAFT

☎ 081 552 31 48; Via San Gregorio Armeno 8; 📍 Dante King of the Christmas cribs, Ferrigno's terracotta figurines are sought by collectors worldwide. Part studio, part shop, its shelves are lined with enough dotting Marys, buxom peasants and elaborate market sets to keep your *presepe* on the nativity scene A-list.

LIMONÉ MAP PP280-1

GIFTS

☎ 081 29 94 29; Piazza San Gaetano 72; 📍 Cavour

The organic, homemade *limoncello* has punters travelling across town for a bottle. Ask nicely and you might get a sip for free. Pucker up for lemon pasta, lemon-infused grappa and *crema di melone* (melon liqueur).

OTTICA STREVELLA MAP PP280-1

OPTICIAN

☎ 081 20 27 34; Corso Umberto I 1213; 🚗 R2 to Corso Umberto I

A friendly full-service optician offering free eye tests, a basic repair service and prescription glasses from €50. A vast range of sunglasses includes Dior, DKNY, Gucci, Ralph Lauren, Cesare Paciotti, Valentino and Armani.

TATTOO MAP PP280-1

MUSIC

☎ 081 552 09 73; Piazzetta del Nilo 15; ☎ 9am–8pm

Mon–Thu, 9am–midnight Fri & Sat, 9am–2pm Sun;

📍 Dante

A mixed bag of pierced students, urban funksters and skivvy-clad jazz types flock here for an equally mixed bag of music. Tattoo stocks most categories, with a focus on hip-hop and soul. Vinyl is the biggest seller, and you can listen before you buy.

TOLEDO & QUARTIERI SPAGNOLI

ANTICHE DELIZIE MAP PP280-1

FOOD

☎ 081 551 30 88; Via Pasquale Scura 14; 📍 Montesanto

Hanging hams, succulent salami and the best mozzarella in town. This legendary deli is the perfect picnic pit stop. Stock up on *prêt-à-manger* aubergine antipasti and *caprignetti* (goat's cheese stuffed with herbs) and pick up a local wine.

ANTONIO BARBARO

MAP PP284-5

MENSWEAR & SHOES

☎ 081 42 56 07; Piazza Trieste e Trento;

🚗 CS to Trieste e Trento

Preppy guys head here for new-season shoes from TOD and Hogan and crisp shirts from Polo Ralph Lauren. Preppies-in-training can pick up toddler-sized Hogan, Rich and Baci a few doors down at Barbaro Junior (Via Toledo 231).

BERSHKA MAP PP280-1

CLOTHING & ACCESSORIES

☎ 081 552 83 62; Via Toledo 126; ☎ 10am–8pm

Mon–Sat; 🚗 CS to Via Toledo

Chic concrete floors, lurid orange walls and thumping Madonna remixes set the scene for retail rampage at this well-priced fashion hub. Bershka's two floors stock seriously cool urbanwear for guys and girls, from designer denim to retro T-shirts and look-at-me swimwear.

INTIMISSIMI MAP PP280-1

LINGERIE

☎ 081 552 55 67; Via Toledo 47–48; 📍 Dante

Intimissimi is a local favourite for well-priced women's and men's knickers and briefs. The look is cool and sexy, with funky prints, and ensembles such as boudoir-red-and-black satin that are guaranteed to have you – and your sats – purring with pleasure.

TALARICO

MAP PP280-1

UMBRELLAS

☎ 081 40 77 23; Vico Due Porte a

Toledo 4B; 🚗 CS to Via Toledo

Mario Talarico and his nephews have turned the humble umbrella into a work of art. Sought after by international heads of state, each piece is a one-off, featuring mother-of-pearl buttons, a horn tip and a handle made from a single tree branch. While top-of-the-range pieces fetch up to €300, more moderate options will keep the budget-conscious singing in the rain.

SANTA LUCIA & CHIAIA

AMARCORD 900 MODERNARIATO E

COLLEZIONISMO MAP PP284-5

COLLECTABLES

☎ 081 549 82 76; Via Giacomo Piscicelli 77B; ☎ Mon

4–7.30pm, Tue–Sat 10am–7.30pm; 📍 Amedeo

Can't find that limited-edition 1972 space toy? Chances are it's ready to launch at this quirky collectables bolt hole. Drop in for shagadelic lamps, retro album covers and rare vintage toys, including retro Russian ambulances and Italian tin cars. Old toys are also restored.

BOWINKEL MAP PP284-5

ANTIQUES

☎ 081 764 07 39; Via Santa Lucia 25; 🚗 C25 to Via

Partenope

The city's finest vintage prints, photographs, watercolour paintings and classic frames. If you can't find what you're looking for here, check out the larger branch at Piazza dei Martiri 24 (081 764 43 44). The erudite owner speaks a smattering of English and will arrange shipments abroad.

CONTEMPORASTUDIO

MAP PP284-5

JEWELLERY

☎ 081 247 99 37; Via Francesco Crispi 50; ☎ 10am–

1.30pm & 4.30–8pm Mon–Fri, 10am–1.30pm Sat;

📍 Amedeo

This concrete-clad gallery stocks funky, experimental jewellery from Neapolitan Asad Ventrella: think necklaces made of solid silver *penne rigate* (penne pasta) shapes, fat double-faced rings in titanium and aluminium and sharp-looking cufflinks for style-savvy boys.

CULTI SPACAFÉ MAP PP284-5

CONCEPT STORE

☎ 081 764 46 19; Via Carlo Poerio 47; 🚗 C25 to

Riviera di Chiaia

Über-chic lifestyle temple Culti Spacafé features Japanese-style homewares, signature beauty

SHOPPING

top five

SHOPPING STRIPS

Via Toledo (Map pp280–1)

Head to the pedestrianised southern end, with its slick boutiques, *sfogliatella* (cinnamon-infused ricotta in a puff-pastry shell) stalls, street artists and dressed-to-impress strollers.

Via dei Tribunali (Map pp280–1)

It's just a few hundred metres but the stretch between Piazza San Gaetano and Via Atri is an electric combo of old-school delis, grocery shops, much-loved restaurants and a nativity-scene tailor.

Via Chiaia (Map pp278–9)

This savvy strip tempts with cute boutiques, sharp designer outfits, sassy shoes, fancy accessories and sleek, gleaming homewares.

Via San Gregorio Armeno (Map pp280–1)

Vintage artisan studios and shops burst with the best and the kitschiest of Neapolitan *presepe* (nativity scene) figurines (see p140).

Via Calabritto (Map pp284–5)

Rodeo Drive, Napoli-style. Polish that gold Amex and hit the cobbled pavement for A-list fashion from Armani to Zegna. Window-shopping doesn't get any better than this.

products, a fashionable florist, a sassy bar/restaurant and a fabulous day spa complete with glam *hammam* (communal bathhouse). Shop for silk slippers, sip a Campari, then get horizontal for a spot of shiatsu.

DELIBERTI MAP PP284-5

SHOES

☎ 081 41 60 64; Via Chiaia 10; 🚗 C25 to Piazza dei Martiri

The place to replenish your designer trainer range. Brands include Helmut Lang, Puma, Bikkemberg and Adidas. Keep an eye out for a small, dangerous-looking range of leopard-print stilettoes by Casadei. Sales are common.

EDDY MONETTI MAP PP284-5

BOUTIQUE

☎ 081 40 32 29; Piazzetta Santa Caterina; 🚗 C25 to Piazza dei Martiri

Neapolitan style queens head here for exquisitely cut jackets, skirts and trousers, and fabulous leather handbags. Think *Vogue*-meets-*Harpers Bazaar*, with labels including Etro, Blumarine, Malo and Cuccinelli. Prices start at around €250 for separates.

EDDY MONETTI MEN'S STORE

MAP PP284-5

BOUTIQUE

☎ 081 40 70 64; Via dei Mille 45; 🚗 C25 to Piazza dei Martiri

The menswear branch of Eddy Monetti is an elegant den of Burberry blazers, Ralph Lauren shirts and irresistible cashmere sweaters. The vibe here is monied and the service suitably snooty.

FELTRINELLI MAP PP284-5

BOOKS & MUSIC

☎ 081 240 54 11; Piazza dei Martiri; 🕒 10am-9pm Mon-Thu, 10am-10pm Fri, 10am-11pm Sat, 10am-2pm & 4-10pm Sun; 🚗 C25 to Piazza dei Martiri

Three floors of books, CDs, videos, DVDs, and a box office to boot. Locals love coming here to browse, hang out or sip espresso at the downstairs café. There's a fair-sized English-language section, including novels and the latest titles on Neapolitan culture and history.

JOSSA MAP PP284-5

MENSWEAR & SHOES

☎ 081 39 92 23; Via Carlo Poerio 43; 🚗 C25 to Riviera di Chiaia

There's nothing restrained about the ultracool menswear collection here: paint-splashed denim, hot-pink shirts, striped pastel knitwear and sexy pinstriped suits. Match it all up with hip footwear from Pantofola d'Oro, Carshoe and Abercrombie & Fitch.

INTERFOOD MAP PP284-5

WINE

☎ 081 764 97 92; Via Santa Lucia 6-10; 🚗 C25 to Via Partenope

This little *enoteca* (wine bar) in Santa Lucia stocks mainly Campanian vino, a rising star on the Italian wine scene. Among the better producers, look for Cantina del Taburno or Ocone or D'Ambra for reds, and Falanghina or Coda di Volpe for whites. Good deals include three bottles of reasonable wine for €15 or less.

LIVIO DE SIMONE MAP PP284-5

BOUTIQUE

☎ 081 764 38 27; Via Domenico Morelli 15; 🚗 C25 to Piazza dei Martiri

The late Livio de Simone dressed the likes of Audrey Hepburn and Jacqui O. Today his wife and daughter keep the vision alive with bold hand-printed *robe chemisiers* (shirt dresses) and matching purses, bags, and shoes – think Capri with a Japanese twist. A second shop at Vico Satriano 3A stocks vintage Livio de Simone pieces for serious (and seriously moneyed) fashionistas.

SARTORIAL NAPLES

Milan may be the hyped-up face of Italian style, but Naples is its heart and soul. The city's bespoke tailors are legendary, and once drew the likes of early 20th-century Italian king Emmanuel III to their needles and threads. In fact, Naples' ateliers are regarded as clubs or meeting places for debonair Neapolitan gentlemen, who talk fashion, style and cut. Today, Mariano Rubinacci suits, Borrelli and Finamore shirts and Marinella ties are male fashionista must-haves from Tokyo to Turin.

The key to this success is traditional, handmade production, superlative fabrics and minute attention to detail and form. Suitwise, the look is more bratpack than powerbroker – think slim-fit flexible cut, natural and unengineered shoulders (great for gesticulating), high-set arm holes and the signature *barchetta* (little boat) breast pocket. The style itself evolved from the Savile Row suits popular in the 1920s. Local tailors began loosening the rigid Anglo cut, ditching the shoulder pads and reducing canvas and padding for a look more suitable for languid Neapolitan lounging.

A classic Neapolitan shirt will often feature fine Italian, Swiss or Irish cottons, hand-stitched collar, yolk and sleeve, hand-sewn button holes and gathered pleating at the shoulder.

While most of the boutiques offer *prêt-à-porter* threads and accessories (including ready-made suits), creating a shirt or suit from scratch will usually involve a couple of fittings and anything from three to eight weeks. Finished items can be shipped to you overseas.

Credit card at the ready, now that you're clued up hit these local legends for a Neapolitan revamp:

Mariano Rubinacci (Map pp284–5; ☎ 081 41 57 93; www.marianorubinacci.it; Via Filangieri 26) Beautiful, lightweight and precisely fitting suits from the granddaddy of Neapolitan tailoring. Former clients include Neapolitan film director Vittorio de Sica and playwright Eduardo de Filippo.

Cesare Attolini (Map pp284–5; ☎ 081 42 68 26; www.cesareattolini.it; Vico Vetriera 12) Cesare Attolini and his two stylish sons offer three lines of got-to-have suits: Cesare Attolini for fully handmade bespoke tailoring, Sartoria Attolini for fully handmade ready-to-wear suits and Sartoria for hand-finished suits for younger style-gurus.

Borrelli (Map pp284–5; ☎ 081 423 82 73; www.luigiborrelli.com; Via Filangieri 68; 🚗 C25 to Piazza dei Martiri) The look is classic preppy with a funked-up twist – think pastel blazers, chequered suits and striped blood-orange cashmere sweaters. Debonair, but always respectable.

Finamore (Map pp284–5; ☎ 081 246 18 27; www.finamore.it in Italian; Via Calabritto 16) Ready-to-wear (€160 to €250) and bespoke (€90 upwards) shirts in delectable shades such as royal blue, pastel pink and citrus green. Shirts are entirely hand sewn and there are ties and scarves to match.

Marinella (Map pp284–5; ☎ 081 245 11 82; Piazza Vittoria 287) One-time favourite of Luchino Visconti, Aristotile Onassis and Gianni Agnelli, this is the place for *prêt-à-porter* and made-to-measure ties. Match them with an irresistible selection of luxury accessories, including shoes, shirts, sweaters and vintage colognes.

Anna Matuozzo (Map pp284–5; ☎ 081 66 38 74; www.annamatuozzo.it; Viale Antonio Gramsci 26) The softly spoken Signora Matuozzo was once the apprentice of Mariano Rubinacci. Now the signora and her daughters are famed for their bespoke shirts, which feature mother-of-pearl buttons and vintage hand stitching. Silk ties in colour combinations such as fuchsia and baby blue complete the elegant look. Call in advance to make an appointment for a fitting.



NAPLES BEST BUYS

Books and Music Feltrinelli (p142)
Chocolate Gay-Odin (p139)
Christmas cribs Giuseppe Ferrigno (p140)
Funky homewares OK-KO Research (below)
Jewellery Contemporastudio (p141)
Mozzarella Antiche Delizie (p141)
Vintage prints Bowinkel (p141)
Shoes Antonio Barbaro (p141)
Ties Marinella (p143)

OK-KO RESEARCH MAP PP284-5 NOVELTIES

☎ 081 40 01 77; Via Cavalerizza a Chiaia 63; 📍 C25
to Piazza dei Martiri

The ironic shop here for Andy Warhol light boxes, lurid plastic chairs, Dutch designer clocks, chill-out compilation CDs and fluoro-coloured handbags in the shape of watering cans. The counter doubles as a deck for the in-house DJ and *aperitivo* (apéritif) is served upstairs in the winter.

TABACCHERIA SISIMBRO

MAP PP284-5 CIGARS

☎ 081 40 69 83; Via San Pasquale a Chiaia 74-76;
📍 Amedeo

This temple to tobacco stocks hard-to-find cigarettes (including Dunhill, Dupont and Cartier varieties) as well as decadent Cuban cigars, which are maintained at optimum temperature in a special humidified walk-in room. A range of Italian pipes, cigar cutters, lighters and ashtrays complete the smoky picture.

VERDEGRANO MAP PP284-5 HOMEWARES

☎ 081 40 17 54; Via Santa Teresa a Chiaia 17; 🕒 10am-1pm & 5-7pm, closed Mon morning & Sun in winter, closed Sat afternoon & Sun summer; 📍 Amedeo

Come here for exquisitely patterned, hand-painted porcelain pots, vases, plates and decorative items. Prices are reasonable and there are some easy-to-pack smaller pieces for the trip home. It's a small and tightly packed space so children (and the clumsy) are better off outside.

VOMERO

CS SUPERMARKET MAP P283 SUPERMARKET

Via Raffaele Morghen 26; 🕒 8am-8.30pm Mon-Sat, 9am-1.30pm Sun 📍 Vanvitelli

An army of aisles stock everything from fruit and veggies to cheeses, toilet paper and blank

CDs. Push it all around in some of the world's funkiest shopping trolleys.

DE PAOLA CAMEOS MAP P283 JEWELLERY

☎ 081 578 29 10; Via Annibale Caccavello 67;
🕒 9am-8pm Mon-Sat, 9am-2pm Sun; Funicular

Centrale to Fuga

A gorgeous range of finely carved cameos as well as coral necklaces, earrings, pendants and bracelets. Designs range from vintage to modern and there's no pressure to buy. There's another branch in Santa Lucia at Via Cesario Console 23.

L'ANGOLO A DUE RUOTE

MAP P283 MOTORCYCLE GEAR

☎ 081 558 43 41; Piazza Vanvitelli 19; 📍 Vanvitelli

You'll be stopping traffic with a helmet from this little shop – choose from lurid Hawaiian-style prints in hot pink and orange and graffiti-art styles in electric blues and lime. Brands include AGV, Suomy and Shark and there's a modest range of hot Euro riding gear to keep all (drivers') eyes on you.

PETER PAN MAP P283 CHILDRENSWEAR

☎ 081 578 39 71; Via Gianlorenzo Bernini 24;
📍 Vanvitelli

This boutique specialises in handmade felt *carnevale* (carnival) costumes for tots to teens. For everyday cuteness, racks stock everything from Madeleine smocked dresses to isn't-he-adorable mini-Tyrolean jackets. Bag a bargain at sale time.

CUTTING-EDGE CUTLERY

When artist Giovanni Scafuro's mother told him not to play with his food, he started playing with his fork and spoon instead. Now that he's grown up he's still toying with the stuff (and other recyclables) by twisting and melding them into avant-garde jewellery and sculpture. His ingenious body of work includes silver teaspoon bracelets and rings, twisted fork candelabras and rings made from old computer keys. Such whimsical inventiveness hasn't gone unnoticed: Giovanni's designs are stocked as far away as Fukuoka, Japan. While several shops in Naples stock his stuff, much more fun is a trip to his rooftop studio (Map p283; ☎ 081 594 52 71; www.giovaniscafuro.it; Via Matteo Renato Imbriani 191; 📍 Materdei), which is a treasure trove of art and design. Just remember to call first – the studio is also the artist's abode.

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