

Luxury in Vienna - enjoy and discover in exclusive style

Shopping in the flagship stores of international luxury brands or at the former imperial and royal court purveyors. Dining in a gourmet restaurant honored by the Michelin Guide. Exclusive insights at museums or purchasing art at auctions in a palace. Vienna offers many possibilities for the luxury-pampered guest.

Go on a shopping spree in Vienna - the city with imperial flair, and you'll find yourself surrounded by the residences and palaces of emperors and princes. The Goldenes Quartier in the Old City is one of the most exclusive shopping districts in Vienna. The flagship stores of Louis Vuitton, Chanel, Valentino, Saint Laurent, Prada, Miu Miu, Brioni, Alexander McQueen and others can be found here. The former imperial and royal court purveyors once supplied the imperial household and still stand for the finest quality handcraft today. The traditional Viennese company Scheer has produced elegant made to measure shoes by hand for generations. Other royal and imperial court purveyors such as the glass and lighting manufacturer J. & L. Lobmeyr, the Augarten porcelain manufactory or the jeweler A.E. Köchert guarantee unique products to this day and also offer a glimpse behind the scenes. Fans of luxury will also find a bunch of top-quality jewels on Kohlmarkt, where Cartier, Chopard and Tiffany are represented alongside traditional Viennese firms such as Wagner, Bucherer and Schullin. And just a couple of steps further along at the court confectioner Demel, the artistically designed display cases entice shoppers inside for a well-earned coffee break between purchases.

In Vienna, pampered gourmets will also experience special flavor moments. Viennese cuisine is interpreted and perfected with a modern twist by leading Austrian restaurateurs. And numerous styles of international cuisine are also prepared to the highest standard in the restaurants. Some 133 Viennese restaurants currently hold the coveted toques of Gault & Millau¹, while a total of nineteen Michelin stars are shared between thirteen restaurants in Vienna². The Restaurant Amador is Austria's first three-star restaurant. Four further restaurants have been awarded two stars each by the Michelin Guide: the Steirereck im Stadtpark, Konstantin Filippou, the Silvio Nickol Gourmet Restaurant in Palais Coburg and the restaurant Mraz & Sohn. The Steirereck also comes in 17th place in the "World's 50 Best Restaurants"³ and is a pioneer when it comes to cooking with vegetables and herbs. The wine cellar of Palais Coburg is one of the best in the world and offers true wine rarities for aficionados and connoisseurs.

Quite apart from the cultural mainstream, private experiences can be arranged such as an evening guided tour of the collections in the Kunsthistorisches Museum Vienna, the Albertina or the Belvedere, the "Exclusive Morning Experience" in Schönbrunn Zoo or a tour with individual program in the Wiener Konzerthaus.

¹ Source: Gault Millau 2019

² Source: Guide Michelin „Main Cities of Europe 2019"

³ Source: www.theworlds50best.com

Art lovers and collectors can head for the many galleries in Vienna as well as to art fairs such as viennacontemporary, Vienna Art Week or the auctions in the Dorotheum, Palais Kinsky or the WestLicht Gallery. A Leica was auctioned here for the record price of EUR 1.68 million in 2012.

The VIP service at the airport, the limousine at your disposal throughout your visit and the excellent all-round attention in a luxury Viennese hotel all make for an unforgettable stay.

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