

Press release

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SHOPPING BY PARIS: MORE THAN TWO MONTHS TO CELEBRATE SHOPPING IN STYLE!

The Paris Convention and Visitors Bureau is launching the 6th edition of *Shopping by Paris*. From 1 December until the end of the Winter Sales, visitors from all over the world and Parisians will be able to take advantage of reductions on stays in hotels, restaurants, excursions and cultural outings. This year, special Christmas Shopping offers will also add to the excitement of the end of year festivities. During the frenzied atmosphere of the sales, fashionistas can follow the six themed itineraries from the *Paris Shopping Book 2012*. Visit the website www.shoppingbyparis.com from 20 October 2011.

Shopping in Paris: an unforgettable experience!

Parisian hoteliers, restaurant owners and coach operators know how to keep visitors smiling with enticing special offers: up to 50 % reductions on a hotel stay, -20 % in certain restaurants, not forgetting reductions on shopping days with a 'personal shopper', or even on the 'Paris Museum Pass'. Whether it is to make the most of the capital during the Christmas and New Year period or to go to the sales, shopping fans can begin planning their trip from 20 October 2011 by consulting the offers presented on the website www.shoppingbyparis.com.

Six bespoke shopping itineraries

With the six thematic itineraries put together by the Bureau, fans of vintage, fashionistas and bargain hunters will all find the shops that correspond to their style: *Bobo Chic*, *Trendy*, *Select*, *Ethical Ethnic*, *Creative* or *Savvy*. These itineraries are featured in the *Paris Shopping Book*, a bilingual French/English guidebook downloadable from shoppingbyparis.com and distributed for free from January 2012 and throughout the year at the Bureau's information points. The guide is also complemented by a selection of shops as well as cultural addresses and gourmet places to eat and have a drink – ideal for a break in between shopping.

Because Paris is THE capital of shopping!

The *Shopping by Paris* event, organized by the Paris Convention and Visitors Bureau, is supported by the Paris City Council, the Paris Chamber of Trade and Industry – Paris Delegation and by Atout France, which promotes the event abroad. Seeking to boost visitor figures which are usually lower during the winter period, it celebrates Paris as the undisputed capital of fashion and glamour. The city is home to prestigious brands and the birthplace of many great names in haute couture. With some 6,000 shops selling ready-to-wear fashion, Paris is one huge open-air boutique. Parisian shopping alone has everything to appeal to shopping fans and is just one reason why 60 % of visitors choose Paris as the reason for their trip.

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