

# CHECK IN

YOUR GUIDE AROUND

*Athens*

DINING

NIGHTLIFE

SHOPPING

CULTURE

SERVICES



YOUR FREE COPY

SUMMER | WINTER 2014





ATLANTISH COLLECTION, GREECE IS FOR LOVERS © NIKOS ALEXOPOULOS

# Shopping

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*If shopping is a sport you are really good at, in Greece you may as well become a champion. The Athenians are really fashion-conscious, as you will find out for sure during your stay, and they have all the luxury shopping spots to prove it.*

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After visiting the Acropolis Sacred Rock, a shopping spree is the next "must" on your to-do list in Athens. Fashion, jewellery and design at their best can be found in many of the city's areas, with Kolonaki, Kifissia and Glyfada at the helm of the Greek market. There is close to none of the world's most prestigious brands that you can not purchase in Greece. Top haute couture and prêt à porter designers, bigger than life houses and of course all the international fashion chain stores are to be found in the city-center. First and foremost pay a visit to Voukourestiou street, where all the premium fashion, jewelry and luxury timepiece stores are located. Especially regarding the fine jewelry section Greece has a lot to show for, as it has a long history - dating all

the way back to ancient Crete and Mycenae- and today the country's most prestigious houses export their precious items and have customers coming from the global jet-set. Also, you must check out the shopping options on Tsakalof, Patriarxou Ioakeim, Anagnostopoulou and Kanari streets in Kolonaki, as well as Ermou and Stadiou streets near Syntagma square. When heading north, Kifissia is your obvious choice, where Levidou, Panagitsas, Kolokotroni and Kassaveti streets have to show off some of the worlds most upscale brands and flagship stores. Also in northern Athens, Psychico and Chalandri are to be chosen for a fine shopping experience. In the south, Glyfada is sure to satisfy even the most demanding shopaholics.



YE OLDE FETA CHEESE. GREECE IS FOR LOVERS © NIKOS ALEXOPOULOS

# Dining

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*Forget what you think you already know about Greek cuisine; now musaka arrives deconstructed on your plate, tzatziki comes in the form of a food-foam and choriatiki salad is served in a sphere that blows all its taste in your mouth.*

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Greece has always been a place of "good food", the thing is that in the last decade it has evolved into a fine dining Michelin-star-winning destination. The Greek culinary scene has changed drastically in the past 15 years, checking the international gastronomic scenery and following closely every global food trend. The cuisine in Greece lived its nouvelle cuisine epoch, passed through its molecular gastronomy period and now celebrates its cuisine de terroir era, which actually suits her well, as the Greek land and sea is worldwide famous for its top-quality produce. At this time, Greece experiences her best culinary years, offering what is known as Modern Greek Cuisine -the currently absolute culinary

trend in Athens- and has numerous prominent celebrity chefs -some of who have studied and worked under bigger than life international chefs, like Ferran Andria- and 5 Michelin-starred restaurants to prove it. Names, such as Lefteris Lazarou, Christoforos Peskias and Nikos Karathanos, may be hard to pronounce, but constitute the fundamental base and day by day create your unique Greek dining experience. Thankfully, the new concept of the Greek taverna -white decoration, minimal aesthetics and creative evolution of traditional recipes in the kitchen- is also at its best phase, evolving into the next big hit. Now, more than ever, is the time to let yourself be treated to the amazing delicacies that Greece has to offer.



AATV, GREECE IS FOR LOVERS © NIKOS ALEXOPOULOS

# Socializing

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*If you think that New York is the city that never sleeps, you honestly have never visited Athens. The Greeks surely know how to have fun and their very unique "going out" culture is here to prove it, as there is always something to do all day and night long.*

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Most people have a very particular concept of Greek nightlife in mind, which is associated with "partying in Mykonos". There is nothing wrong with that, apart from the fact that, firstly, Athens has the greatest day & night-life in Europe -and that is not an overstatement- and secondly, "partying" is just one of the many things you can do here. The Athenians party, rock, drink coffee, meet for drinks, dance, chill, lounge, nibble, stroll, catch a movie and flirt in their very own way that you will meet in no other part of the world. But let's take it from the top. Greek's "going for coffee" is a whole ritual that includes friends getting together and spending long hours in all day café-bars, beginning from a cup of coffee and most probably ending with cocktails,

drinks and shots until the early morning hours. And now comes the ultimate question: "Where is all this happening?". The answer is simple: Nearly everywhere in the city center, from the stylish bars of Skoufa street in the upscale area of Kolonaki to all the small streets parallel and vertical to Ermou below Syntagma square, including Karytsi and Aghias Irinis squares, which have become huge hot spots. All around the Acropolis, from Monastiraki and Thissio to Petralona and Gazi. Also, in many northern suburbs, particularly Psychico, Chalandri, Kifissia and Erythrea. And last but not least, in the southern suburbs, where Glyfada with the outstanding nightclubs and cool bars constitutes the Mecca of Greece's nightlife in the summer.



CLAYMATE, GREECE IS FOR LOVERS © NIKOS ALEXOPOULOS

# Services

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*Athens is indisputably a modern metropolitan city, a fact proven -amongst all other- by its top-level facilities, excellent infrastructure and 5 star services. Indulge in all the city has to offer and ensure the holiday experience of a lifetime.*

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It is said that a hotel can only be considered "top", if it combines the best location with the most excellent services. If that is so, then Athens is a 5 star ultra premium "hotel" without one little doubt. The city's privileged location, providing stunning views, close range to sea and mountain and a whole-in-whole beautiful setting, is self-evident and needs no introductions or explanations. The facilities and services level, on the other hand, has really peaked in the last decade, especially since the 2004 Olympic Games that were hosted in Athens. Greece in general and its capital specifically can nowadays proudly profess that they are capable of offering top-level unique services -equivalent to the ones provided in

the world's most premium destinations- at reasonable, affordable and, most importantly, value-for-money prices. Featuring some of the best beaches and crystal blue waters, some of the most exquisite Spa facilities and imposing pool sites and some of the best health and rejuvenation clinics, supported by excellent infrastructure, doctors and scientists, in Europe, Athens has all it takes to assert and win back its rightful place on the "must-visit" A' list in every global traveller's mind. Either your "purpose of travelling" is leisure, relaxation, rejuvenation, sight-seeing, medical care, or all of the above, here you will definitely find what you came looking for and it will be even better than you have ever imagined.