



## 6 THE ART OF SHOPPING – 2.3 Km

The historic center of Florence is dotted with many opportunities for shopping: from unrepeatable craft activities to universal fashion brands. It would be impossible to describe, even in broad terms, the particular and unique opportunities for purchasing items which are the expression of even centuries-old traditions of typically Florentine excellence, or of the highest and most sublime expressions of world fashion, or of true works of art of the Florentine goldsmith tradition, worthy heir to the inspiration of [Benvenuto Cellini](#).< br>The goldsmith shops frame the [Ponte Vecchio](#); precious stones, gold, finely crafted jewels are the first visual impact of the most splendid entrance door (in every sense) which allows you to enter the heart of old Florence. Then you'll be spoiled for choice, [via Tornabuoni](#) dotted with everything that represents world high fashion, [via dei Calzaiuoli](#), [via Por S. Maria](#) , [via Calimala](#), [via Roma](#) and all the roads and streets that connect them are dotted and enhanced by activities for all needs. The other thing that makes this experience unique is the alternation of shops, workshops and craft activities in an open-air museum atmosphere in which one passes with extreme ease from the image of a monument to that of a sumptuous and refined showcase.