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# Shopping In Marrakech



## Synopsis

How to choose among the thousands of shops, stores, and souk stalls? And how to even find them in this labyrinthine city, where street names and addresses seldom appear on the city map? Let Susan Simon guide you through the winding alleys, hidden courtyards, and bustling markets to uncover the best of the treasures of Marrakech: luxurious caftans; bejeweled shoes and slippers; ethnic jewelry; handmade decorative objects for the home; beautifully embroidered linens; colorful ceramics; sequined antique shawls; gold-encrusted glassware. The stylish author and the photographer (who has appeared on the world's best-dressed list) both have dozens of ideas of how to incorporate your exotic finds into every wardrobe and home. The guide is divided into seven separate walks and little bonus walks that take you through the main shopping areas, using the author's precise directions and visual landmarks. And, as a caterer and cookbook author, Simon can't resist pointing out her favorite spots for everything from mint tea and pastries to fragrant tagines many hidden behind innocuous entrances and set in ancient, verdant riads (traditional Moroccan courtyard homes) or on terraces overlooking the breathtaking city.

## Book Information

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## Customer Reviews

"...a godsend to visitors wanting advice from non-partisan sources rather than the official guides, many of whom are paid by touristy shops to bring in custom...The little book is split into seven walks, each listing a range of shops to stop off at, a recommended lunch stop, and clear directions. It's utterly brilliant. For those who have just one day, I would recommend Walk No 3, into the heart

of the old souk. For fashionistas who want high-class fashion, No 7 is best." --The Telegraph (UK) "If you are going to Morocco soon, pick up the terrific guide Shopping in Marrakech by Susan Simon." --decor8.com "Marrakesh is an alluring place for the shopper in search of colourful fabrics, bejewelled shoes, vivid ceramics and other ethnic trinkets. Simon has visited the city regularly since her first trip in the Seventies, and from the thousands of possible locations, has chosen an eclectic and alluring selection of shops....with some surprising and original choices." --Sunday Telegraph (London) "The Moroccan city of Marrakech has plenty to see -- the old fortified city, ancient mosques, and beautiful waterfalls. But don't be shocked if you spend most of your time shopping. This is, after all, the city with the largest flea market in Morocco and the busiest public square in the world. To help you get your bearings, we consulted Susan Simon's Shopping in Marrakech." --NYLON magazine "Find your way around with the indispensable Shopping in Marrakech by Susan Simon." --The Telegraph (UK)

Susan Simon, a writer and event planner in New York City, is the author of several cookbooks including Visual Vegetables, The Nantucket Table, The Nantucket Holiday Table, Contorni, and Insalate. She is a co-author of the James Beard Award winning cookbook, Pasta Sfoglia, and a translator of Italy Dish by Dish by Monica Cesari Sartoni (The Little Bookroom, November 2010). Susan writes a bi-monthly food column for The Nantucket Inquirer & Mirror and contributes to Nantucket Today. Italian-born photojournalist and stylist Nally Bellati was raised in England. She has contributed photographs and features to all major Italian magazines and has had columns in Harper's Bazaar Uomo and L'Uomo Vogue. Today she works as a society photographer with fashion houses and design companies. Her candid party pictures are distributed to newspapers and magazines worldwide. Her book New Italian Design was translated into four languages.

Having shopping in Marrakech once, and planning to go back some day, this book gives lots of great shopping tips to help you navigate the chaotic and confusing souks. I love the energy of the souks, but it does get tiring to find what you want, if you want high quality and you want to pay a fair price. I don't haggle people to the last dime. I realize I will pay more and that's okay. But I do want quality in return for my money and want to buy from good sellers. I think it's funny the review gave me ratings for a novel! I say "full of surprises" as this book should be -- it tells you about shopping

options you wouldn't have known about from typical tourist travel books. It's actually on my living room coffee table so I can pick it up and leaf through it and plan ideas for a future Moroccan adventure.

Marrakesh is a bustling city and far more hectic than, say, Fez or Tangiers. The Souk sellers range from polite to quite aggressive and for many of the vendors, you are hounded by them after taking a second look at an item. This book was a lifesaver in ferreting out the quality places, merchandise that is a cut above, and sellers who were far more respectful than the norm. Her directions are fairly easy to follow and the shopping at the referenced shops much more productive than random wanderings. We took all but one of the trips, and each was a joy - both for the items bought and the paths followed. Her recommendation for a tailor, for example, was outstanding, but not a place that looked at all promising from the outside. There were a number of shops that didn't seem worth a look until entering. Don't leave home without it - it is well worth the price.

This is such a lovely book. I have it by my bed to look through when I'm wanting colorful ideas and to see how creative the homeowners in Marrakech are. It's a book I will cherish for many years to come. Good quality paper & images as well even though it's printed in China. I recommend this book for people interested in Moroccan design & creative play within ones home.

easy to read. great photos and advice.

It is a very cute and fun book to read even if you are not going to Marrakech but if you are thinking of going like we are and love the local cultural and craft shopping then this book is for you. This book walks you through a maze and gets you to interesting places one after another. I can see myself using this book to guide me to places that I would want to go to which are not in usual tour guide books. If you like shops like Anthropology like I do then this is like an Anthropology book.

This is a small book packed with information about shopping in Marrakech. It is broken down into walking tours of the various souks, what and where to shop, where to stop for tea or pastry and where to stop for lunch or dinner. Wonderful pictures of the goods to be found, whether you can use credit cards or need cash, and something about the proprietor, artist or craftsman.

A must have when shopping in Marrakech . However , the shops mentioned are only the tip of an

iceberg. Marrakech is vast . Unfortunately/fortunately most of these shops have no telephone number or internet. So one needs to visit in person.

This book should be treated as a work of fiction. While the maps were accurate for the walks I took, I discovered the descriptions of the goods were grossly exaggerated towards the positive. For example, the picture on page 108 shows purses with vibrant colors, and the author compares them to the styles of Yves St. Laurent. Last week, when I was there, the purses by this merchant were faded and dull, the workmanship was crude and the overall design made them semi-functional. Overall, I was disappointed in the poor-quality craftsmanship of all of the items in the Souks and having to tolerate being harassed by the merchants. Instead of traveling thousands of miles to buy junk in Marrakech, go to your local Goodwill Store. That way, you can avoid the hucksters with their snakes, monkeys and bad henna tattoos.

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