

Complete Guide for Taipei

# TAIPEI EASY GO



Explore Shopping Districts Experience Taipei



## Explore Shopping Districts Experience Taipei



The legend tender place...  
The secret of Dihua Street...

Dream x Zhongshan N. Road love happiness  
Satisfy x Jilin Road Gourmet



Advertisement

Taipei tour guide



Taipei tour guide

Catalog .....	01
<b>Meet Taipei , Seven Shopping Districts</b> .....	<b>03</b>
<b>Identical Shopping Districts , Trendy Taipei</b>	
<b>Light Travel</b> .....	<b>05</b>
<b>Taste Food</b> .....	<b>10</b>
<b>Pick Ingredients</b> .....	<b>13</b>
<b>Love Luxury</b> .....	<b>15</b>
<b>Crazy Audio</b> .....	<b>18</b>
<b>Love Clothes</b> .....	<b>21</b>
<b>Trendy Youth</b> .....	<b>24</b>

## Exploration route

<b>Trendy Taipei</b> .....	<b>28</b>
<b>Design Taipei</b> .....	<b>41</b>
<b>Creative Taipei</b> .....	<b>58</b>
<b>Sight &amp; Sound Taipei</b> .....	<b>72</b>
<b>Nostalgia Taipei</b> .....	<b>86</b>
<b>Fashion Taipei</b> .....	<b>102</b>
Shop honesty .....	<b>125</b>
Published Department .....	<b>126</b>

# 7 Meet Taipei. Even Shopping Districts

Taipei City is full of all kinds of shopping districts,  
Strolling in Taipei streets, you can enjoy the beauty of the city.  
Eight major cuisines, taste the exclusive dishes.  
Fashion leads the trends, experience the diversity of Taipei.  
New digital products, feel the high end technology.  
Love luxury goods, love to dress up,  
or indulge yourselves in the high standard of audio world,  
we just afraid you can't keep up.  
Want an adventure? Let's go!

## 1.Light Travel

In Taipei, just a short drive, or even on foot, you can transfer the mood to enjoy the nature beauty.  
Get away from the city to New Beitou for a nice hot spring bath, to Maokong Tea District to enjoy a pot of tea, or soak yourselves in the exotic atmosphere of Tianmu District.  
You don't need any luggage. Come to Taipei light travel.

## 2.Taste Food

Taipei has all kinds of cuisines, from common man snacks to Michelin, from Taiwanese, Japanese, Western cuisines to creative dishes.  
Don't miss Jilin Gourmet District or Tiaotung District if you want to try the classic flavors.

## 3.Pick Ingredients

Dadaochen witnesses the prosperity history of Taipei  
Century tea business and cloth business  
The lively Dihua Street, full of Chinese medicines, groceries, and top ingredients  
This is the kitchen of Taipei people.

## 4.Love Luxury

Taipei gather national fashion and trends  
Thousands of fashion and creative goods  
Department stores in Xinyi District take you into the desire city  
Jinghua Xingxing District gives you the VIP experience.

## 5.Crazy Audio

Taipei has fast transfer information  
We know you love 3C products  
Come to visit Bade Information District and Zhonghua Audio Street  
Be a taste "homy"

## 6.Love Clothes

Walking in the Wufenbu Clothing District and Monga Clothing District  
Just like paging through a fashion magazine  
Come here to fill up your closet

## 7.Trendy Youth

Everyone has a rebellion youth in Ximending Shopping District  
Young generation can go to Flora Expo Walking Path  
Have afternoon tea, chat with sisters  
Enjoy the creative shops and fashion goods.



# Light Travel

Maokong Tea District, Tianmu Shopping District, New Beitou Hot Spring Zone, Xingyi Rd. Gourmet and Hot Spring District

**S**hopping districts make travel easy. The light travel, light, convenient, and easy, replaces the traditional vacation mode. Hop on the MRT and you can arrive at any destination within 30 minutes. You can enjoy the nature without many bags; just take a camera with you to the mountains or the beaches, as you wish. If you want to enjoy the free and leisure feeling in the mountain wild, take the Maokong Cable to Maokong to have a sip of the tea. If you feel like experiencing the relaxing American style, go to Tianmu! If you want to experience Japanese style, you don't need to fly to Japan; instead, soak yourselves in the hot spring in Beitou! Light travel allows you to stop spontaneously at anywhere, anytime in your journey.

## Stroll and taste the bamboo

Maokong is famous for tea art and night view. You can take the Maokong Cable to overlook the view of the tea gardens. The beautiful mountain scenery changes along the journey. Every February and March, apricot and cherry blossom one after another; in May and June, every tea shop will present the delicious cuisine of seasonal bamboo. How charming! The camphor path in Maokong is the secret trail of Tung blossom. If you are lucky, you can see fireflies in summer time.



# Maokong Tea District

Dine, sip tea, and enjoy the view

## Tea flavor meals

In the early time, the restaurants in Maokong were run as the native chicken restaurant. Now, they are mountain view restaurants and Chinese and Western garden restaurants with spectacular views. As Maokong area has long sun exposure, the ocean wind is hard to blow in, and the fog is heavy; therefore, Maokong is the main production place of oolong tea in Muzha. Especially, spring time is best for tasting the smell and mellow of the spring tea. Besides appreciating the great views, you can visit the outdoor tea lounge or garden tea shop to taste the dishes cook with tea. For example, all kinds of handmade buns which have excellent flavor, and fired rice cooked with green tea, and oolong tea bring out the sweet flavor of the chicken soup and the freshness of codfish. Each dish has the smell of tea. When night falls, what you see is the twinkle stars and the lights of every household. The scene is magnificent.

Trendy

Design

Creative

Sight & Sound

Nostalgia

Fashion

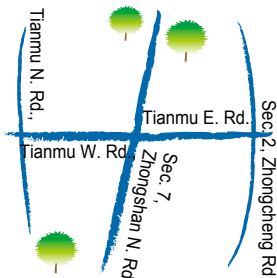
## Interesting American and Japanese Styles

50s to 70s were the period when the American Army stationed here. At that time, many American military officers and their family chose to live in Tianmu; therefore, there are many American style architectures. Combined with that Taipei American School and Taipei Japanese School are set up here, it attracts more westerners and Japanese come to live here. Blending with multi cultures, Tianmu has thick and strong exotic atmosphere. All kinds of exotic restaurants, small shops selling various exported goods, and boutiques full of western sentiments. Diversity theme restaurants are often seen on Tianmu streets. You can “appreciate” beautiful and handsome people while enjoying your meal, which is another interesting leisure activity.



## Creative markets

When you visit Tianmu, you cannot miss the holiday only creative markets, which include cute handmade bags and creative accessories. In addition, there is a second hand area, where you can find second hand clothes, brand bags, records, and toys. Many young people, even celebrities, gather here and set up a booth. This is very lively and energetic. There are many huge department stores in Tianmu, adding joyful atmosphere. The vast green land makes Tianmu a great place to go for relaxing. For example, you can go to Yang Ming Shan in the daytime to see the beautiful flowers and drink coffee while in the night time, you can overlook the night view.



## Love Beitou for 50 years

The development of Beitou hot spring started from 1896 when Japanese ran “Sky Dog Hotel.” This was the first act combining hot spring and the commercial. Since then, all kinds of hot spring hotels started sprouting. In the 60s and 70s, the most prosperous time, there were more than 70 hot spring hotels. In 1950, when the club culture was the most thriving, the official cuisine that many government officers and businessmen loved was developed. The Taiwanese cuisine supplemented with Chuan and Cantonese cuisines and “Nakasi” were the glory of Beitou remembered by people.



## New Beitou Hot Spring District

Many hot springs to choose from

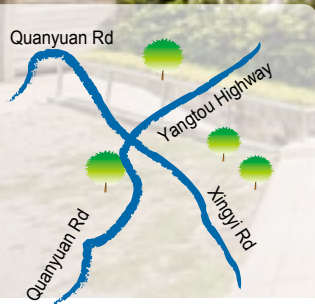


In the beginning, people could not afford the cost of the hot spring. Only those with means could come here to enjoy or you would be shed like a monkey. Therefore, Beitou people used the nature hot spring and enjoy the outdoor hot spring. Many temporary hot spring bathing spot were gradually built near Beitou Creek or hot spring outlet. Those became great places for people to relax. Now, you can choose hot springs from reminiscence to fashion styles. Japanese named the hot springs according to their characteristics and treatment. The color of the white sulfur hot spring is ivory; therefore, it is called “the milk soup.” The characteristic is mild acid, which is mild and not stimulating. It is the “care soup.” The green sulfur hot spring is stronger and more abrasion. The terrestrial valley in Beitou is green sulfur hot spring. It is known that the iron sulfur hot spring has great effect for skin diseases, neurotic allergy, asthma, and rheumatism.

Go up from Xingyi Rd. Gourmet and Hot Spring District you can reach Yang Ming Shan. This is a very convenient travel planning. Therefore, it rises quickly in recent years. However, indeed this area was the main production site of sulfur in Japanese Ruling Period. The east side valley of Xingyi Rd. was deserted with a few terrestrial heats, becoming the special landscape of hot spring. There are many native chicken restaurants and hot spring villages. In the past, it attracted tourists by calling out enjoying native chicken meal and appreciating the terrestrial heat. It becomes a night town after Beitou and brings energy to the lonely mountain area.

# Xingyi Rd. Gourmet and Hot Spring District

The secret health heaven



The owners in the district transfer into launching exquisite healthy cuisine. This district becomes the professional area of hot spring, gourmet, health, and scenery. People rush in here in autumn and winter; it is refreshing when hot spring bathing in summer night. Distinguishing from many high class hotels in Beitou, its features are the special meals, which use local ingredients and offer fair price, special cuisines.

# Taste Food

Jilin Rd. Gourmet District, Tiaotung Shopping District

**F**rom military housing cuisine, club meals, religious banquet, night market snacks to dishes from every countries, you can enjoy all kinds of food in Taipei Shopping Districts. The historic background attracts restaurants of similar kind come to start a business. Such as in Jilin Rd. Gourmet District, you can enjoy epicure Dan-Zai Noodle and national Taiwanese cuisine. Whether it is the traditional Taiwanese food, exquisite snack like Dan-Zai Noodle, pig blood soup, milk fish or seafood restaurants, all can satisfied the picky taste. You can see friends gather around to have beers and play games. This is the atmosphere under the staring sky of Jilin Road. If you want to wolf down meats, go to Tiaotung Shopping District to taste the professional BBQ or eels. This is definitely satisfying.

Trendy

Design

Creative

Sight & Sound

Nostalgia

Fashion

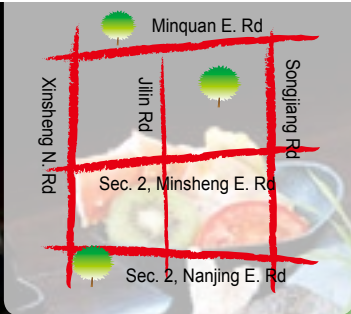
**Sweet pumpkin shrimp**

Fried pumpkin paste with shrimps. The sweetness pumpkin and freshness shrimp combine together to create endless taste.



**Star sky banquet**

Before, the night of Jilin Road was shined with neon lights of "barber salon." Since Taipei City Government swiped those away in the 90s, this erotic scene is no longer seen. Now, the night of Jilin Road is still shining; yet they are delicious and featured restaurants.

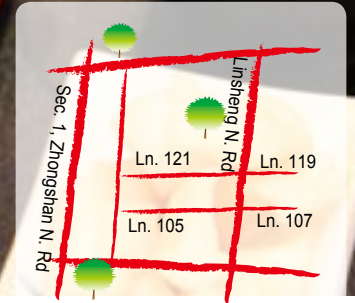


**New way to have hot pot**

To Jilin Road, not only popular hot dishes and Taiwanese snacks, you cannot miss healthy hot pot. The original hot pots aren't special. Try the new wine chicken dry pot. Chicken has the effect of strengthen the chi, enhances circulation, and physique; wine chicken originally are a dish of a restaurant in Zhuhai, Canton, China. When cooking the chicken, dry up the hot pot soup and then add in rice noodle and other side ingredients. In addition, there is refreshing and delicious clam pot, which essences with rice wine and ginger. Without any MSG, the clams are sweet and crispy. It can get rid of summer heat and prevent sultriness of the lungs.

**Stories in Tiaotung**

Tiaotung Shopping District imitates the Kyoto Street, Dazheng Ding, which is the resident area of government officials. "Tiaotung" means "alley" in Japanese. Tiaotung 1 built across the track, north of Tiaotung 2 was high class Japanese resident area, Wang, Yong-Qing and Lin, Heng-Dao were once lived in Tiaotung 3, Tiaotung 4 is the only two-way street, Tiaotung 5 to 7 are the most prosperous, many bars are here just like in Ginza, Japan, Tiaotung 8 has many taverns or coffee shops, and Tiaotung 9 is full of clubs and kara ok. Every tiaotung is fun.



**Japanese atmosphere**

Besides genuine Japanese eel rice and bars, the first Taiwanese banquet cuisine and the oldest restaurant are found in Tiaotung. In 1970's, the trades between Taiwan and Japan were busy. Many Japanese cuisine and bars then appeared. You can see Japanese boards and stores. The restaurants in the district have a big name. People recommend all the "must-haves." The crab sticky rice, which is the favorite of Jacky Chen, roast duck, strong and thick flavor spicy hot pot, Japanese meals, and BBQ. Don't say you know "how to eat" before paying a visit to Tiaotung. Whether you enjoy the fresh sashimi, or having BBQ with some friends, or get into a tiny tavern and drink wine, this experience is different from the charming scene in the daylight.



# Pick Ingredients

## Dadaochen Shopping District

If mothers want to seize the stomach of your families, come to the district! In Dadaochen, you will feel the rhythm of old shops without stepping inside. Simple but unordinary home meals are sold here, or you can find high class ingredients, medicine, or excellent Taipei tea which only “PROs” know. Some owners can prepare the ingredients for the restaurant. Of course, they will sell these ingredients to the consumers in whole sale prices. Dazzling goods recall your memory. You need to come here during Chinese New Year to soak yourselves in the happy joy. And you can trial taste many candies and cookies.

## How to buy New Years Goods

Every Taipei district will hold New Year Goods Fair every year. However, Dihua Street is definitely your first choose. If you want to enjoy your time and select what you want to buy, come here in the weekday afternoon or early evening. Of course, if you love people, here is “high at night.” Especially, on the last day, many shop owners will put down the price every few hours to encourage sales. So, remember, remember to come to Dihua Street in the morning of New Year’ s Eve to have the low price. If you live in Central or Southern Taiwan, you can deliver the goods back home. There is a delivery service and post office on Dihua Street. If the goods don’ t need to be refrigerated, you can go to “Dihua Post Office” just across Yongle Market. A machine will even help you pack. Don’ t forget to taste the sailfish rice noodle, chicken rolls, almond tea, sticky rice, meat ball, and squid soup. You can buy super thin meat paper as souvenir. Then go to Xiahai City God Temple to wish for good marriage for a year round happiness.

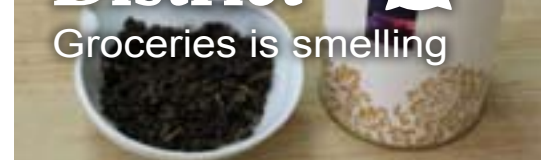
## The glory of Taipei Tea

In 1866, oolong tea made in Dadaochen export to America in Formasate Brand and then explored to the Europe market. “Taiwan tea” then became the international scent beverage. Dadaochen then became famous tea market. Many tea shops, tea bars, tea booths, “Fanzhung” (making oolong tea), and “shops” (making Paochung tea) stand here. Although due to the stagnation of Dansui River, it lost its original function, now with the groceries, Chinese medicine, cloths business in Dihua Street; it becomes the whole sale center in Taiwan. Taking off the prosperous clothes, Dadaochen now is peace and quiet. Many stores still maintain the Baroque architecture of “Da Zheng Period.” Old tea shops of hundred years present a new face through the combination of tea and culture. Why don’ t you spare a nice afternoon time and visit the tea street. Make a pot of tea and enjoy the stories from the old times. Remember the beauty of the tea era.



# Dadaochen Shopping District

Groceries is smelling 



# Love Luxury

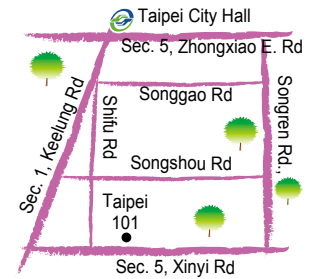
## Xinyi District Department Stores, North Zhongshan Jinghua Xingxing Shopping District

**S**hopping district is a fashion arena. The newest trends from Tokyo, Paris, New York, and Seoul compete here. This is the center of fashion. Get international brands in North Zhongshan Jinghua Xingxing Shopping District. Stroll on the relaxing shadow boulevard and shop in the show windows. You can also enjoy the quiet afternoon time next to the bright and spacious pavilion coffee shops. Or, lose yourselves in department stores in Xinyi District. Once you step in here, you are the VIP.



### Infinitive charm

The department stores in Xinyi District become the trendy urban area in East District. Major department stores, built with youth and night club taste, bring in the international brands first explore Taiwan market. They keep breaking the rules and create talks. Plus, there is international famous Taipei 101, Si Si South Village rebuilt by military housing, and Michelin restaurants, all become the fashion landmarks in Taipei. Here, you can enjoy Japanese Kaiseki Course, Italian restaurants combined of tradition and modern, and the first star cuisine in Taiwan inducing your mouth. Also, there are the classic and fashion clothes, jewelry, accessories, and crystals from Europe, America, and Japan. You can also see the special architectures while shopping. Feel the top shock of the top hotel and experience the steady atmosphere of time and classic.



### The new spark of the military housing and fashion

Recently, people who come to Xinyi District are younger. In addition to the support of trendy department stores and bookstores, high fashion Xingyi District gets closer to young groups because of the rise of the simple Si Si South Village.

"Good, Hill" serves trendy western food such as bagels, they also provide identical dream. Fun and new creative goods just loved by everyone. You will helpless buy these creative ideas home. The holiday fair in the weekends add some warmth to the cold fashion district.



**Little Europe in Taipei**

North Zhongshan Jinghua Xingxing Shopping District centers Jinghua Hotel and extends to Section 2, Zhongshan N. Road, Nanjin E. Road, Linsen N. Road, and Changchun Road. The world luxury goods gather here within hundreds of meters. The street that Japanese Emperor must pass through when worshipping in the Japanese Ruling Period became the station of US Army Consultants after National Government moved to Taiwan. Exotic restaurants and coffee shops then started. In 1980, Hotel Royal and Jinghua Hotel started business. Hotel Royal lease the space to luxury goods owners and Jinghua Hotel also make the basement as the luxury boutiques. In recent years, many international brands station here. It is the Avenue des Champs-Elysees in Taipei. No jag lags in fashion.



**North Zhongshan Jinghua Xingxing Shopping District**

The top of flagship 

**Luxury goods and romance**

In Japanese Ruling Period or US Army Era, Zhongshan N. Road were the origin of Taipei economic and culture, full of historic and art architecture like Taipei Light Spot, Contemporary Art Museum, and fashion space for local designers. Those who have high sense in fashion, keep this place in mind. Museums, galleries, creative shops, and international brands gather here. The streets are covered in shadow, pervading romantic and luxury. The luxury flagship stores in North Zhongshan Jinghua Xingxing Shopping District insist to be in the front of the fashion and become the focus of every season.



**Crazy Audio** 

Zhonghua Rd. Audio & Electricity Street, Bade Shopping District

**C**onvenient information district make people get a grab of the coolest 3C products. The time shaft quietly comes to the 21 century. Zhonghua Rd. Audio & Electricity Street still sells the most advance digital camera. The first learners don' t need to worry about anything when come here. Find a person or a store; everyone has so much to share about their shooting experiences. Bade Shopping District has developed as the center for laptops and cell phones. Each store has professional clerks so the customers can understand the characteristic of the products they bought, even get fast and good after sell service. This is what chain stores and internet shopping cannot offer.

Trendy

Design

Creative

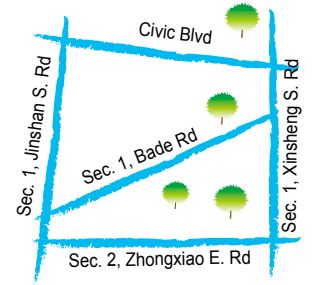
Sight & Sound

Nostalgia

Fashion



Bade Shopping District centers Bade Road and extends to Weisui Road cell phone street and Guanghua digital world. From old books stands, record stores, sports equipment, electronic material, to computer products, Bade Shopping District gradually connects with the technology business. With the prosperous of information and technology business, it creates the energetic look of today's Bade Shopping District, where 3C businesses gather here selling world famous 3C products with the quality of made in Taiwan. This is the important technology town in Taipei and the most popular electronic district.



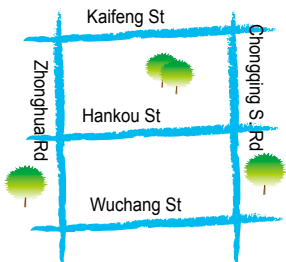
## Zhonghua Rd. Audio & Electricity Street

Extreme sound effects



## Bade Shopping District

Home of Technology



From Zhonghua N. Road extends to Wuchan Street, Hankou Street, and Kaifeng Street, stereo and digital shops gather here. The boards are nice and beautiful. Every store has professional clerks. The Boai Street camera street becomes the most intense place selling camera equipments because in the early period, press and government sectors established here. This is also the heaven of photographers! Not only are the best cameras in the world, there side products. Zhonghua Rd. Audio & Electricity Street sells from million-dollars of stereo, home video sets to walkman, MP3, and from traditional film camera to single lens camera and photography equipment. Professionals come here to find treasure.



# Love Clothes

Wufenpu Apparel Shopping District,  
Moga Costume District

**B**esides department stores, the Wufenpu Apparel Shopping District across Songshan Train Station is also a good place for finding the in clothes. Many clothes stores selling styles from Japan, Korea to Thailand. This is where young girls, even celebrities, love to dig for treasures. And Moga Costume District has long history of the origin of over the counter clothes. Every store has a history of half a century. You can visit the famous attractions and feature districts while buying new clothes. For example, the “three ancient temples in Wanhua” -Longshan Temple, Qingshan Temple, and Zhushi Temple, and the Buddha equipment street, the tourist night market in Shichan Street, and the traditional Herbal Street. You can feel the harmony of reminiscence and fashion.



Nearly days, with people from the southern or central Taiwan come to Taipei for living, people gathered in Wufenpu Apparel Shopping District and developed the residue cloths of export clothes. They made under wears, children clothes or work clothes to the street vendors or the retail stores. Wufenpu Apparel Shopping District gradually gains its name and becomes the biggest whole sale clothes center. More than thousands of clothes stores selling men' s wear, women' s wear, pregnancy clothes, children clothes and even pet clothes. This is perfect for vendors to get new stuff and the best place that trendy lovers like to go. Note that every Monday is the fix whole sell day in Wufenpu Apparel Shopping District. Vendors from places will come with super big bags and carts, shuttling between stores. At this time, the owners don' t do retail sell.



 **Wufenpu Apparel Shopping District**  
Go, office girls



The Moga Costume District near Longshan Temple has old stores but you can get new style clothes. The district is located on Siyuan Road, Dali Street, Kangding Road, and Pingxi Road. This is the origin of whole sell clothes. In the early days, it is close to Wanhua Station, there are more than 2000 stores because of the convenient transportation. After 1960, here quickly becomes the clothe process factory and transfer to whole sell from retail. This is the earliest whole sell clothe district. In 1988, it reached the highest peak. Now the clothes shops are operated by the third or the fourth generation. Some of them also export to Europe and America. The styles are referenced from Japan and Korea. Each store has more than 150 styles with 70 to 40% off compared with the department stores.



## Moga Costume District

Old stores with new stuff



# Trendy Youth

Ximending Shopping District, Flora Expo Walking Boulevard

The young power of Taipei comes from the energetic districts. Young teenagers and fantastic shops construct the distinguishing trendy street. Maybe you cannot find luxury clothes, but you can go back to the youth and experience the wild.

Every weekends and holidays, Ximending is full of young people. There are many celebrity trendy brands in Ximending. They launched new products with the trend and blend in personal idea into our familiar dolls and clothes. Or present hip hop, graffiti, tattoo, and street dance elements in the stores. Experimental conflict and dramatic street worship knit out a wild impulse. Ximending is also the creative gathering, bringing you from creative art to creativity. All kinds of blocks invite you to join in the irresistible attraction.

The Flora Expo Walking District presents the unique style and living sentiment of humble Taipei. This is where designers and artsy youth often show up. Near 50 coffee shops and more than 20 hair salons stand here and more than 40 stores of Taiwan designers' brand, creative groceries, and designers workshops. It has long formed a unique culture creative district, telling the idea of the youth.



Trendy

Design

Creative

Sight & Sound

Nostalgia

Fashion

**Search audience eyes**

Ximending' s main business in the early period was the theaters. More than three quarters of the theaters in Taipei City were located here. Although it is replaced by newer theaters with upgraded equipment, such as Le Shen, Ri Xing, Digital Cinemax, Ambassador, Wonderful Theater, and Cinema 7, whenever there is a blockbuster, it is still hard to get a ticket. Ximending is the first place you go to for the coolest, most trendy, and most literate movies and art performances, providing the non-stop movie charm.



**Ximending Shopping District**  
I am the king of the street



**Tattoo**

Since Madonna brings forth the global trend of "painting tattoo," some people who like to try new things make tattoo of those paintings. Tattoo has broken away the rebellion and criminal image and becomes a fashion accessory for the trendy young people. In Taipei, whether you are the first comer or the frequent guest, you will go to Ximending when you want to get tattoo painting which lasts only one week or permanent tattoo. Across the wide walking area, the old merchant streets on the side sell the most fashionable accessories of young people' s favorite. However, what attract the young people are not the bizarre accessories. Rather, it is the "tattoo alley" (Alley 50, Hanzhong Street) where there are more than 10 tattoo workshops. It really earns its name.



## The lively alleys

The Flora Expo Walking Boulevard between MRT Zhongshan Station and Shuanglian Station has various small shops! As the exits of MRT and the department stores bring people, the MRT green space and the reuse of the art halls operation in the surroundings, it attracts many distinguishing businesses. Several creative brands, complex brand fashion stores, and famous hair salons gather here. Besides, the ancient sites post in art culture, attracting culture creative spring. This area is highlighted with amazing atmosphere. Every corner of this creative LOHAS district is full of new and old and delighting spirits.



## Flora Expo Walking Boulevard

Creative LOHAS shops

## The fun of waffle

Many light meal and afternoon tea shops gather in the district. For example, in the famous waffle shop, you can enjoy the icy ice cream with the crispy hot waffle dresses with whip cream and custard sauce. Taipei is melt in the sweetness of the checker-like waffles. There are also many cultural creative shops and hair salon. Whether sharing BRUNCH or handmade dessert, or changing your hair style to create a new mood, or just shuttling in the creative shops, it creates the happy strolling moment.



# TRENDY

## TAIPEI

Trend Taipei capture the most arrogant brands and most presumptuous trendy fun and goods, the most unique food, and all kinds of theme district shout in the competitive Xinyi District. Loud and shouting trend Taipei bursts your sense and challenges your brain capacity for trend information.



# George

When the wind rises over Taipei and clouds scud across the sky, why not Flow with the Tide.

Taipei is on the cutting edge of pop culture. People here encounter new and dynamic trends from around the world every season. Be it cross-field innovation, brand launches, or pet fashions, the people of Taipei know the latest trends. Although the fast-paced craziness is sometimes a bit much, it may be a good way to stimulate energy for creativity. Amongst all fashion stores in Taipei, I prefer those with simple layouts since street culture makes you free and easy without distance.

If you have a pet, you should take good care of it. Since the ATT 4 FUN store opened, it has become very popular and is widely discussed for its unusual opening hours. They are quite different from those of the traditional department stores. While the other stores are mainly high-class boutiques, ATT 4 FUN gathers fashion brands for the younger market. Their brands include Cipher, a UK brand that has just made its Asian debut, Honey Bunch, Kiss Kiss, and many others new to Taiwan.

There are also popular stores to be visited such as Drumming, a self-brand of Mayday's drummer Guanyou Liu, ABC Mart which has just entered a department store for the first time and Coffee Alley, a popular afternoon tea house. Mango, the largest one in Taiwan, HAMA, and also RAMA are worth a visit. This is a Thai restaurant with a swimming pool. On the 9th floor you will find the biggest night club (more than 800 pings) in Taiwan and the sky lounge bar is on the 11th floor.

Meanwhile, ATT 4 FUN which greatly values culture and creativity has "Cubic space for Culture and creativity, the ATT SHOW BOX" on the 7th and 8th floors. Taipei now offers a vast number of shopping choices and Neo 19, another shopping complex, also offers fitness and entertainment services as well as many different restaurants.

Ireland's Potato is something you can't miss when you watch a movie in the Xinyi district. With perfect sauces, the golden and crispy fried potatoes are irresistible. The Xinyi district is the right place for night owls. IN HOUSE is a chic lounge with simple decorations where you can relax. The staff has a passion for great service and make you feel really at home as the name implies. You can have bagels at N.Y. BAGLES as a midnight snacks and ease your tired body after dancing the night through.



Photo provided by Gin Star Entertainment Co Ltd

### Profile

George

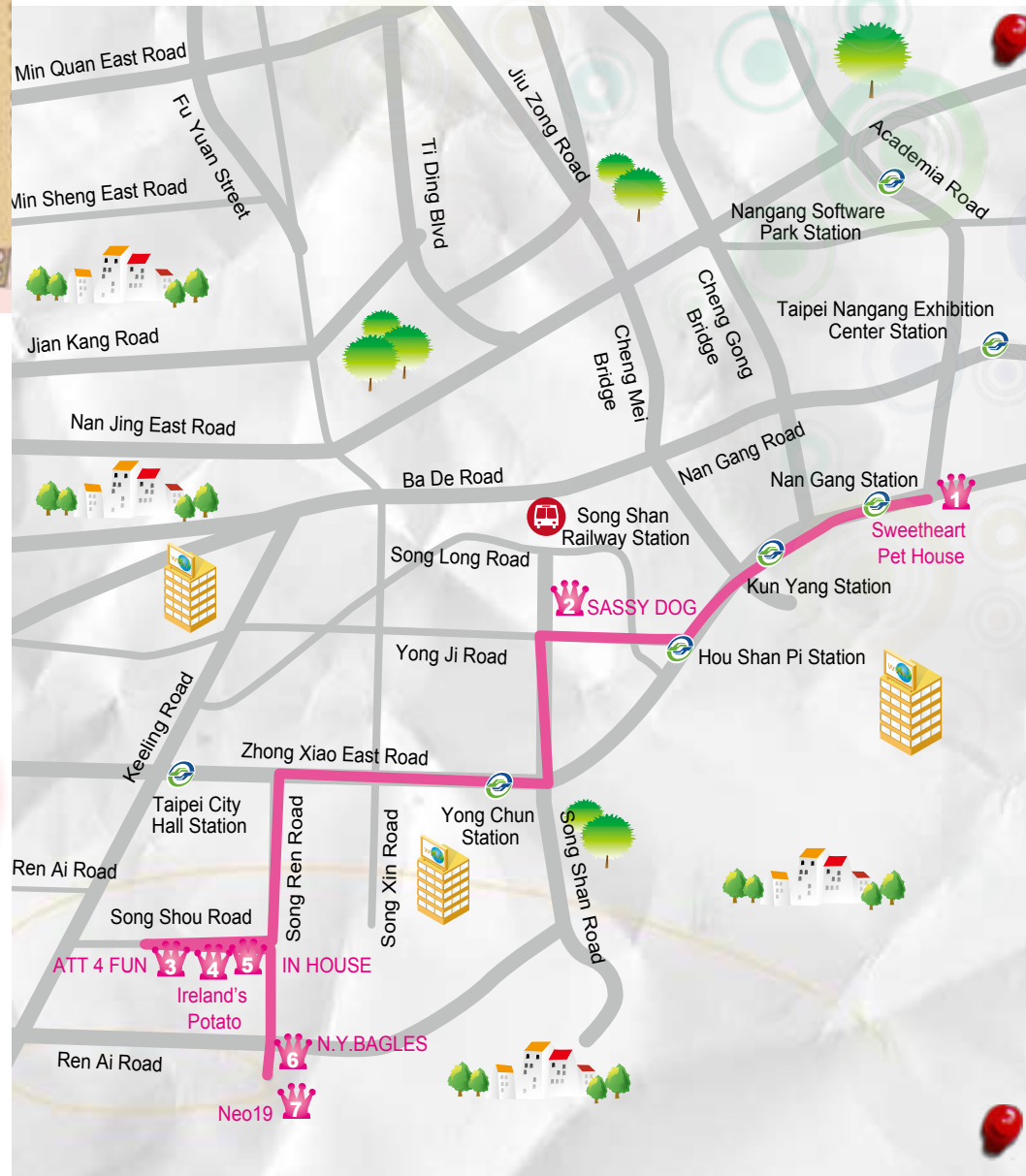
An art, hip-hop, and street culture

Lover

Who dedicates himself to promoting hip-hop culture

## Celebrity's Trendy Private Route – Trendy Galor One-Day Tour

1. Sweetheart Pet House (0.5 hrs)→
2. SASSY DOG Pet Shop and Wholesale Shop 8 (0.5 hrs)→
3. ATT 4 FUN Theme Shopping Mall (3 hrs)→
4. Ireland's Potato (0.5 hrs)→
5. IN HOUSE (2 hrs)→
6. N.Y. BAGLES (1 hr)→
7. Neo19 (3 hrs).



## 1 Sweetheart Pet House

☎ (02)2789-0101

🏠 No. 77, Section 1, Academia Road, Nan Gang District, Taipei City

🕒 11 : 00-22 : 00

The Sweetheart Pet House strives to create a warm-hearted and friendly environment for its human and animal customers, while offering all the necessary grooming services they need. You will only find professional pet groomers in this pet shop and SPA courses especially designed for your furry pets are also available. The groomers use only the most up to date grooming tools to give your pet the most fashionable look. Sweetheart Pet House also takes care of your pets when you are at work, or out of the country. Your pets will be able to play with other dogs and will not be afraid to stay in the pet shop.

✔ Unique Products : Pet Grooming



## 2 SASSY DOG

☎ (02)2763-7805

🏠 No. 26, Alley 1, Lane 443, Yong Ji Road, Xin Yi District, Taipei City

🕒 Monday to Saturday 14 : 00-24 : 00 Sunday 14 : 00-22 : 00

Can your furry pets be fashionable? SASSY DOG can give your pets the most fashionable look at an affordable price. Designed by a group of professionals who reference Japanese and South Korean fashion trends, you will find only the trendiest pet pyjamas, coats, daily use products and accessories here. SASSY DOG will kick off new fashion trends in the pet industry, your pets will be unique!

✔ Unique Products : Wholesale Pet Accessories and Fashion

## 3 ATT 4 FUN

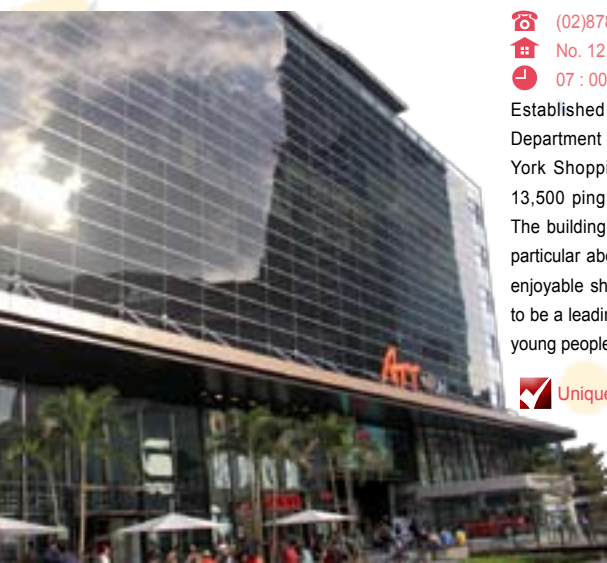
☎ (02)8780-8111

🏠 No. 12, Song Shou Road, Xin Yi District, Taipei City

🕒 07 : 00-04 : 00

Established by the ATT GROUP, "ATT 4 FUN Theme Concept Department Store" was previously known as the "New York New York Shopping Center". The entire department store occupies 13,500 ping. It has three basement levels and 12 upper floors. The building cost NT\$1.25 billion to construct. ATT 4 FUN is very particular about shopping ambience and gives customers the most enjoyable shopping experience. The department store also strives to be a leading cultural and creative entertainment space for today's young people.

✔ Unique Products : Brand- Themed Department Store



## 4 Ireland's Potato

☎ (02)2243-2423

🏠 No. 18, Song Shou Road, Xin Yi District, Taipei City

🕒 11 : 00-23 : 00

Ireland's Potato has very creative French fry dishes and customers have a wide selection of sauces to choose from. The most popular are the honey mustard, bolognaise and pickled cucumber sauces. The more daring will choose different flavors of mayonnaise and fruit and egg sauce. Enjoy a plate of Irish French fries with a frothy Guinness Stout, and you will feel like you are really in Ireland enjoying life.

✔ Unique Products : Irish French Fries



## 5 IN HOUSE

☎ (02)2345-5549

🏠 No. 90, Song Ren Road, Xin Yi District, Taipei City

🕒 12 : 00-03 : 00

When you walk into IN HOUSE, you will hear beautiful music and see an extremely simple interior design. The attentive staff will greet you warmly and make you feel totally at ease. IN HOUSE keeps up to its name -- you will feel completely at home. The restaurant offers American, Italian and Mexican cuisine to suit the taste of all its customers. In the evening, the restaurant is lighted by candles, and the atmosphere is tranquil and romantic. The soft ambience will allow you to relax completely and let your worries float away.

✔ Unique : Grilled Salmon Served with Capers Cream Sauce



## 6 N.Y.BAGLES

☎ (02)2723-7977

🏠 No. 122, Section 5, Xin Yi Road, Xin Yi District, Taipei City

🕒 Monday to Thursday 09 : 00-02 : 00 Friday 09 : 00-Midnight  
Saturday 24-hours Sunday All Day until 2am on Monday

N.Y Bagels is Taiwan's first bagel shop, it serves a traditional American breakfast and an unlimited number of cups of hot coffee on weekends and public holidays. The restaurant insists on using local ingredients to create the most delicious breakfast dishes for customers and in recent years, started to incorporate current trends and environmental protection concepts. The interior décor is the result of collaboration with several creative brands and customers can be "fashionable" while enjoying their meals.

✔ Unique Products : Bagels

## 7 Neo19

☎ (02) 2723-6258

🏠 No. 88, Song Ren Road, Xin Yi District, Taipei City

🕒 11 : 00-22 : 00

Neo19 is a commercial building with many different concepts, it utilizes the business operation concept of "shop in shop". All the shops you will find in Neo19 are either flagship stores or brand-new concept stores. Neo19 is positioned as a casual shopping complex, the brands you will find are either unique or the first such store in Taiwan. Annexes to Taiwan's trendiest restaurants, night clubs, and bars can all be found in Neo19. For those who want to be at the forefront of today's trends, remember to visit Neo19!

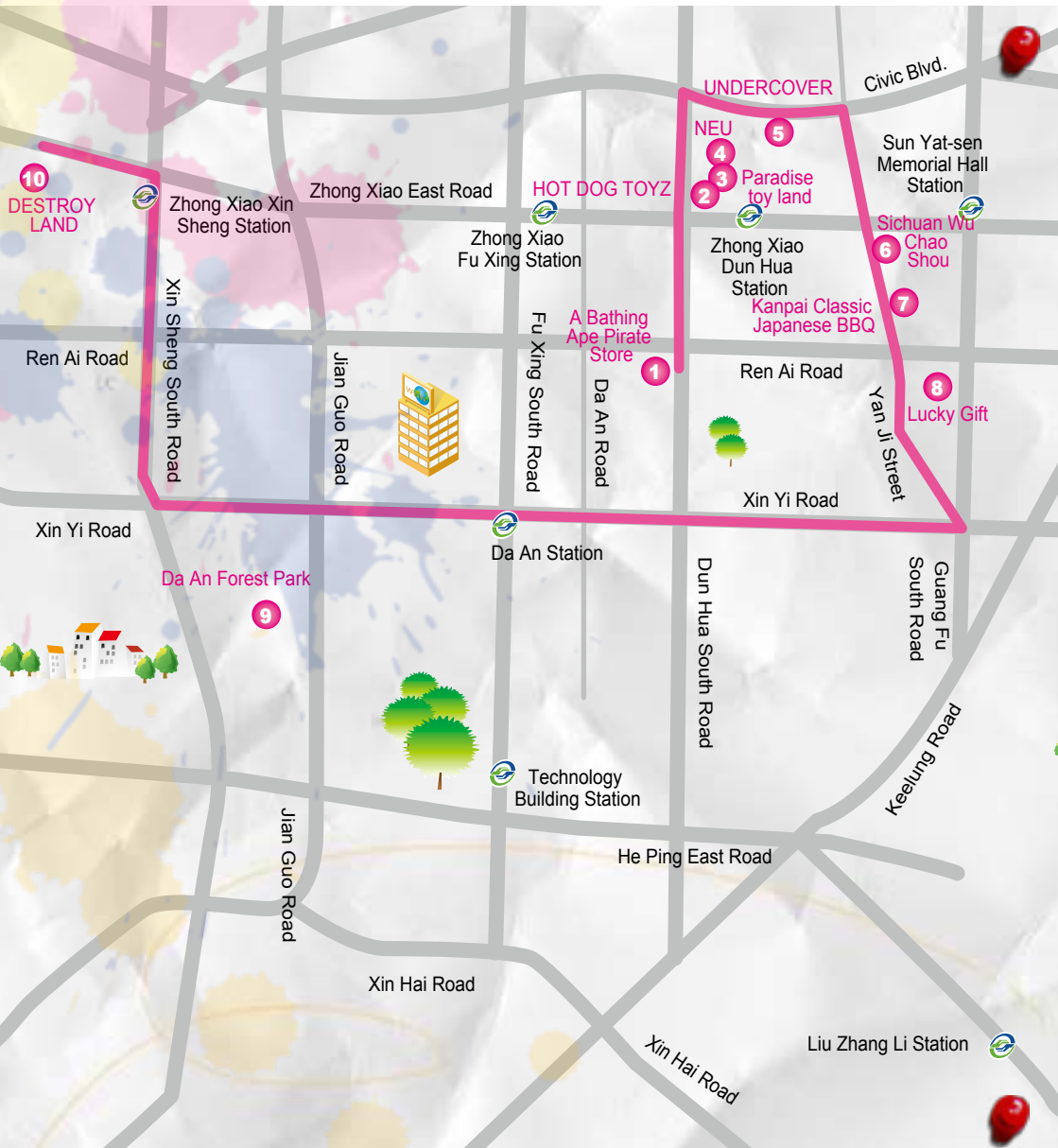
✔ Unique Products : Houses several theme restaurants



## Crazy about Fashion Half-Day Tour



1. A Bathing Ape Pirate Store (0.5 hrs)→ 2.HOT DOG TOYZ (0.5 hrs)→ 3.Paradise toy land (0.5 hrs)→ 4. NEU (0.5 hrs)→ 5. UNDERCOVER (0.5 hrs)→ Dinner:6. Sichuan Wu Chao Shou (1 hr) → 7. Kanpai Classic Japanese BBQ (2 hrs)→ 8. Lucky Gift (15 mins)→ 9. After Meal Stroll:Da An Forest Park (15 mins)→10.DESTROY LAND (0.5 hrs).(Dinner menu: choice of 2 for this route)



### 1 A Bathing Ape Pirate Store

☎ (02)8771-8380  
 🏠 No. 99, Section 4, Ren Ai Road, Da An District, Taipei City  
 ⏰ 11:00-20:00

“APE” is one of the most popular Ura-Harajuku brands in to appear in recent years. A HIPPER Magazine article explains that “fashionistas all around the world have agreed that ‘A Bathing Ape’ is the king of all street brands!” The famous “A Bathing Ape” brand and design concepts are inspired by the image of an ape-man. The most popular fashion item amongst fashionistas is the APE hoodie T-shirt!

👉 Unique Products : A Bathing Ape Hoodie

### 2 HOT DOG TOYZ

☎ (02)2741-4899  
 🏠 2nd Floor, No. 10, Lane 147, Section 4, Zhong Xiao East Road, Da An District, Taipei City  
 Monday 14:00-22:00  
 Tuesday to Sunday 12:00-22:00

HOT DOG TOYZ mainly sells toys from the USA and Japan; it also partners with toy brands and designers from other countries to produce limited edition toys for the Taiwanese market. In recent years, HOT DOG TOYZ has started promoting toys made in Taiwan, and has since expanded the fashionable local toy market. Toys are no longer just toys, they have become collectors items.

👉 Unique Products : Dolls



### 3 Paradise toy land

☎ (02)2776-6224  
 🏠 No. 17, Lane 187, Section 1, Dun Hua South Road, Da An District, Taipei City  
 ⏰ 13:30-22:00

The first floor of the Paradise Toy Land store used to be a toy shop, but towards the end of last year was transformed into a fashion boutique. The toys are now to be found on floor B1. The interior design concept of each floor is hugely different and creates a quite different shopping ambience and experience for customers. Paradise Toy Land imports many Japanese fashion brands and has now become an integrated toy and fashion shopping store.

👉 Unique Products : Rody Horse merchandises



**4 NEU**

(02)8771-8170

No. 17, Lane 177, Section 1, Dun Hua South Road, Da An District, Taipei City

12 : 00-22 : 00

A "select shop", NEU is a one-stop fashion venue which is unique in its interpretation of fashion trends, art and lifestyles. It is also the fashion arm of Garden Girl Enterprises. Inside the shop, you will find the popular "Dollars Scarf" scarves which have printed currency designs. The shop helps its customers showcase their own unique and individual sense of fashion and style.

Unique Products : Trendy Fashion, DOLLARS SCARVES


**5 UNDERCOVER**

(02)2775-3670

No. 40, Lane 181, Section 4, Zhong Xiao East Road, Da An District, Taipei City

Weekdays 11 : 00-21 : 30 Weekends 12 : 00-22 : 00

When you catch a glimpse of the UNDERCOVER men's fashion series, it is like opening the designers cupboard. The Jun Takahashi designs are practical, sporty and classic. His most popular fashion items are sweaters, breasted coats, hoodie jackets etc. With excellent mix and match prowess, Jun Takahashi will pair a stylish parka coat with a pair of slim bell-bottom trousers and short boots. He is able to take basic classic, comfortable clothes and turn them into a trendy style.

Unique Products : Takahashi Male Fashion

**6 Sichuan Wu Chao Shou**

(02)2772-1707

No. 250-3, Section 4, Zhong Xiao East Road, Da An District, Taipei City

11 : 30-22 : 00

The unparalleled culinary skills of Sichuan Wu Chao Shou's master chef and the authentic Sichuan cuisine are renowned. The most popular dishes are the red oil thin-skin, wan tons that have most generous fillings and the spicy pig intestine hot pot. Word-of-mouth from customer to customer about the spicy pig intestine hot pot with its fragrant aroma, rich taste and fresh ingredients have made it the dish for which customers always return.

Unique Products : Tripe Hot Pot


**7 Kanpai Classic Japanese BBQ**

(02)2751-7388

No. 44, Lane 280, Guang Fu South Road, Da An District, Taipei City

17 : 00-23 : 00

Amongst all the "Kan Pai" restaurants, "Kanpai Classic" is the most sought after and classiest branch. It offers fine BBQ meals and is inspired by "Masudashuzo Sake". The owners of "Kanpai Classic" invited the famous Japanese designer, Hiroki Michishita, to design the interiors of the "Kanpai Classic" restaurant. When you step inside you will be amazed by the matchless interior décor which has clearly been influenced by Japanese culture.

Unique Products : BBQ Beef Dishes, Japanese Sake


**8 Lucky Gift**

(02)2771-2187

No. 422, Guang Fu South Road, Da An District, Taipei City

07 : 30-22 : 00

The Lucky Gift is known for its pineapple cakes in which customers claim you will get a mouthful of pineapple with every bite. Its 100% home-made green bean biscuits are also very popular. The Lucky Gift was also the first in Taiwan to offer cartoon milk nougat. The baked goods are so tasty that Hau Lung Pin, the Mayor of Taipei City, insists that Rolling Deer gift boxes be given to all his personnel at Chinese New Year. The Rolling Deer Bakers use traditional methods only for preparing their delicious treats and use no chemical additives or preserving agents to lengthen shelf life. Lucky Gift hopes that after eating its products,

customers will all be happy, lucky and content.

Unique Products : Pineapple cakes


**10 DESTROY LAND**

(02)23896847

No. 66-1, Section 1, Zhong Zheng District, Taipei City

14 : 00-22 : 00

DESTROY LAND is the brainchild of two young Taiwanese designers who studied fashion in the United Kingdom. After returning to Taiwan, they decided to set up a brand to put what they learnt into practical use. This brand is inspired by the rebellious culture of rock and roll. The clothes have wild prints and are very popular with the younger generation who have a unique fashion sense. DESTROY LAND is now working to become a brand that is known all over the world.

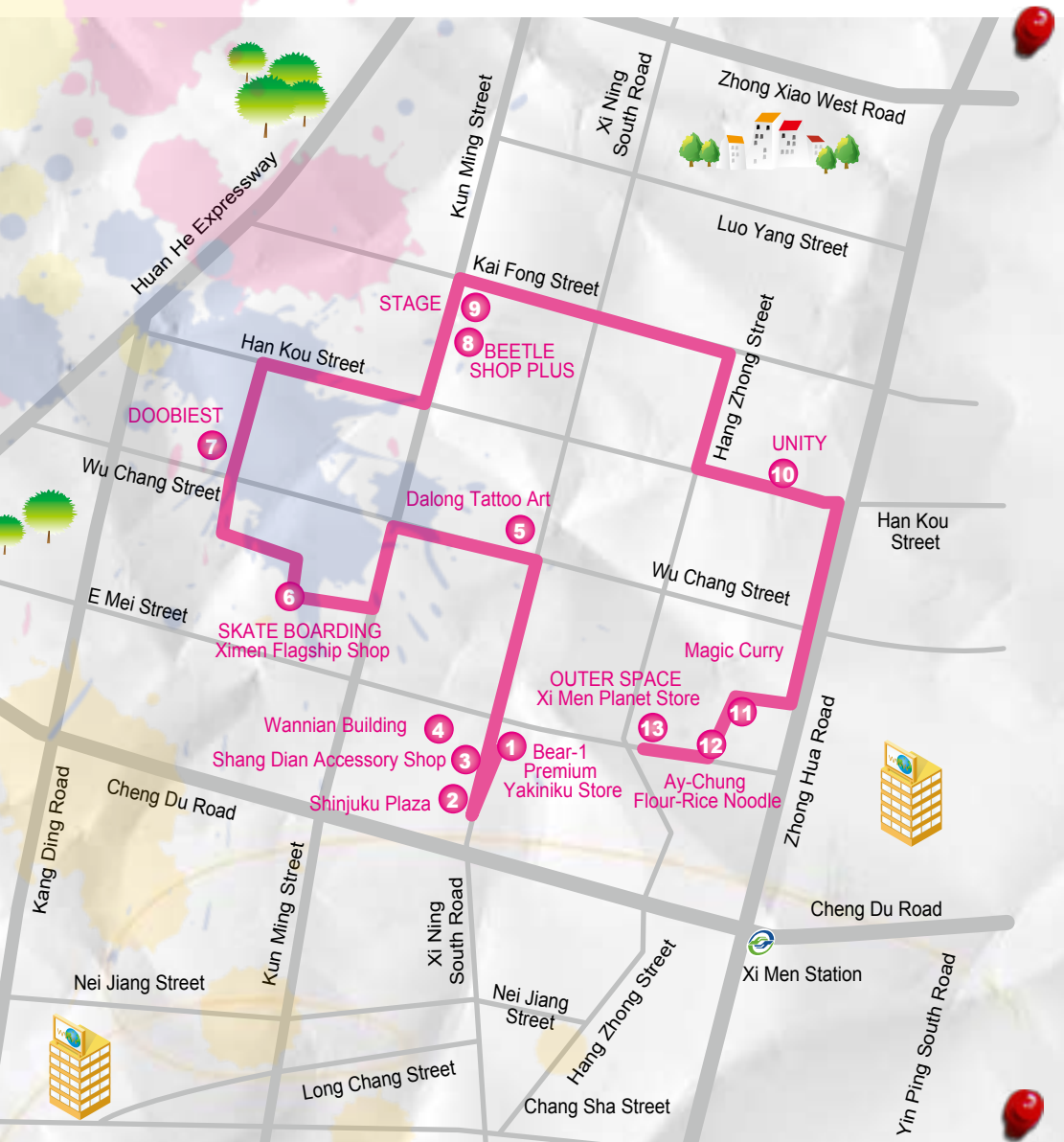
Unique Products : English Rock &amp; Roll Fashion

**9 Da An Forest Park**

Da An Forest Park is located in the city center. Between Jian Guo South Road (E), Xin Sheng South Road (W), Ping Dong Road (S) and Xin Yi Road (N).

The open-air performance auditorium in Da An Forest Park is uniquely designed and there is seating for more than 900 people. It is one of the most important performance venues in Taipei City. It is rare to find so much space in which to take a break and relax. Taking leisurely night strolls, and exercising to work up a sweat are definitely things people do in the park!

Lunch: 1. Bear-1 Premium Yakiniku Store (2 hrs) → 2. Shinjuku Plaza (0.5 hrs) → 3. Shang Dian Accessory Shop (0.5 hrs) → 4. Wannian Building (1 hr) → 5. Dalong Tattoo Art (1hr) → 6. SKATE BOARDING Ximen Flagship Shop (0.5 hrs) → 7. DOOBIEST (0.5 hrs) → 8. BEETLE SHOP PLUS (0.5 hrs) → 9. STAGE (0.5 hrs) → 10. UNITY (0.5 hrs) → Dinner: 11. Magic Curry (1 hr) / 12. Ay-Chung Flour-Rice Noodle (20 mins) → 13. OUTER SPACE Xi Men Planet Store (0.5 hrs) (Dinner menu: choice of 2 for this route)



## 1 Bear-1 Premium Yakiniku Store

☎ (02)2370-8468  
 🏠 2nd Floor, No. 155, Xi Ning South Road, Wan Hua District, Taipei City  
 ⏰ 11:30-03:00

This BBQ meat shop is always bustling at meal times. Decorated in red, black and gold, the Bear-1 Premium Yakiniku Store has a modern, trendy atmosphere. The shop only uses the highest-quality of BBQ sauce, BBQ dish options include choice USA Angus beef, New Zealand mutton, local Taiwanese black pork and gold chicken, fresh, fat and juicy seafood. Whenever you dine here, you will be satisfied and content. The mouthwatering meat is always tender and sweet and the seafood is fat and juicy.

✔ Unique Products : USA Angus Choice Beef

## 2 Shinjuku Plaza

☎ (02)2389-7611  
 🏠 No. 72-1, Xi Ning South Road, Wan Hua District, Taipei City

The Shinjuku Plaza is a very popular department store located nearby the Wannian Building. The shop carries some of the world's most famous brands like Buckaroo, Ya Pin, Betty Boop, Body Map, Ya Tai Luxury Goods, Be, Oldies Music and so on. The wide variety of trendy and fashionable items have made it a shopping venue that fashionistas simply cannot miss!

## 3 Shang Dian Accessory Shop

☎ (02)2389-8697  
 🏠 Suite 7, 1st Floor, No. 72, Xi Ning South Road, Wan Hua District, Taipei City  
 ⏰ 13:30-22:00

When you step into Shang Dian Accessory Shop, you will find a wide array of tattoo products imported from Tokyo, Japan and USA. The shop also offers a quick and painless ear piercing service. The owner is also very generous with his advice about earrings and accessories for customers with sensitive skin. With such a diverse choice at your fingertips, you will definitely find something you like on every visit!

✔ Unique Products : Earrings, Accessories

## 4 Wannian Building

☎ (02)2381-6282  
 🏠 No. 70, Xi Ning South Road, Taipei City

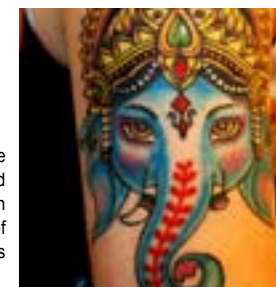
The Wannian Building is one of the hippest and most popular hang-outs for young people of grade school age. It is also one of the most impressive landmarks in Xi Men Ding. After going through about 20 to 30 years of transformation, this integrated commercial building still maintains a youthful and trendy image. It houses a food court on level B1 that serves affordable food for students. It also sells many different Japanese products and is a must-go-to place for youngsters who are into Japanese fashion and culture. If you want to be at the forefront of Japanese fashion and culture, this is a place you cannot miss!

## 5 Dalong Tattoo Art

☎ (02)2382-6266  
 🏠 Suite 52, 2nd Floor, No. 36, Xi Ning South Road, Wan Hua District, Taipei City  
 ⏰ 13:00-22:00 Closed on Mondays

The Cai Da Long master tattoo parlor is located in Shi Zi Lin in Xi Men Ding, Taipei City. The owner has been in the business for more than 20 years. His work is both artistic and creative and has won numerous awards at international tattoo competitions. You will find the shop very clean and hygienic and there is a wide choice of colors from which to choose. Master Cai places a lot of emphasis on using special techniques, equipment and tattoo designs that have no after effects on the client. You will feel well taken care of in his shop.

✔ Unique Products : Tattoos



## 6 SKATE BOARDING Simen Flagship Shop

☎ (02)2375-7609  
 🏠 No. 7, Lane 103, E Mei Street, Wan Hua District, Taipei City  
 ⏰ 13 : 00-22 : 00

SKATE BOARDING Simen Flagship Shop currently has several chain stores in Taiwan and sells extreme sports equipment as well as skateboards. This is strong evidence that many people in Taiwan have begun to enjoy skate boarding and extreme sports. The shop owner is a skateboarding enthusiast and advocator of the sport, so when you step into the shop, the first thing you will see is a huge array of gleaming skateboards. He also sells all the equipment related to extreme sports and his customers are not only youngsters, but people of all ages including many active uncles.

✔ Unique Products : Extreme Sports Equipment



## 7 DOOBIEST

☎ (02)2370-9171  
 🏠 B1, No. 89, Section 2, Wu Chang Street, Wan Hua District, Taipei City (Enter through Side Lane in 89 Digital Cinemax)  
 ⏰ Sunday to Thursday 14 : 00-22 : 30 Friday to Saturday 14 : 00-23 : 00

DOOBIEST, located in Xi Men Ding Movie Street, is an old but famous fashion store. The shop has been established for 14 years and not only heartily supports Hip Hop street activities, but in recent years has also organized several Hip Hop Newbie seminars and courses. It is the only shop in Taiwan that carries the hip hop fashion lines like TRIBAL, JOKER, OG ABEL, DYSE ONE, etc. However, the most attractive aspect of the store is the community spirit and passion for hip hop culture shown by the shop owner.

✔ Unique Products : HIP HOP Fashion



## 8 BEETLE SHOP PLUS

☎ (02)2311-8355  
 🏠 No. 15-1, Kun Ming Street, Wan Hua District, Taipei City  
 ⏰ 13 : 00-22 : 00

Located in Kun Ming Street, BEETLE SHOP PLUS is a branch of BEETLE SHOP and was the first one in Taiwan to carry and sell international branded sports shoes. This departure kick started a wave of collecting international branded sports shoes by young Taiwanese. For many years, BEETLE SHOP has helped local sports shoe collectors to get limited editions of famous sport shoes and at the same time widened the diversity of designer sport shoe brands available in Taiwan.

✔ Unique Products : Limited edition sneakers

## 9 STAGE Taipei Flagship Store

☎ (02)2375-4158  
 🏠 No. 78, Kun Ming Street, Wan Hua District, Taipei City  
 ⏰ 12 : 00 - 22 : 00

STAGE belongs to the famous Taiwanese performance artist, Luo Zi Xiang. The shop not only sells original design branded clothes and accessories, it regularly partners with international brands such as Disney, Spongebob Square Pants, Transformers, Timberland, HERO:108 etc. to roll out interesting fashion items. Such efforts have propelled STAGE towards a global platform. Manhattan Portage, the number one messenger bag brand from New York, rolled out the "Always shares" series of co-branded bags with Care Bears. It is currently the most popular autumn bag in Taiwan.

✔ Unique Products : Manhattan Portage care Bears, Co-Branded Mail Bags



## 10 UNITY

☎ (02)2371-0522  
 🏠 No. 13, Lane 53, Han Kou Street, Wan Hua District, Taipei City  
 ⏰ 15 : 00-21 : 00

Guys who enjoy trendy fashion brands, will definitely know the brand SUBCREW. UNITY is the first SUBCREW shop in Hong Kong and Taiwan. The UNITY brand and concept are inspired by skateboarding. Hats, T-shirts and jeans are the main fashion items carried by UNITY. It introduced female fashion items in 2009 and has since garnered much support.

✔ Unique Products : SUBCREW



## 11 Magic Curry

☎ (02)2331-8900  
 🏠 4th Floor, No. 37, E Mei Street, Wan Hua District, Taipei City  
 ⏰ 11 : 00-22 : 00

The famous curry sauce of the magical "Magic Curry" restaurant is made with high-quality onions with a sweetness level 14 and above. The onions are brewed for 36 hours using traditional methods, the sauce is made with more than 20 types of natural MASALA spices from India carefully mixed in exact proportions. The most popular dish in "Magic Curry" is the Tang Yang Coconut Chicken Curry. The thick curry sauce is mixed with fragrant coconut gravy, and eaten with crispy, tender chicken. Your taste buds will be titillated no end!

✔ Unique Products : Tang Yang Coconut Chicken Curry



## 12 Ay-Chung Flour-Rice Noodle

☎ (02)2388-8808  
 🏠 No. 8-1, E Mei Street, Wan Hua District, Taipei City  
 ⏰ 10 : 00-23 : 00

The famous Ay-Chung Flour-Rice Noodle in Xi Men Ding is made with smooth rice noodles, chewy pig intestines, dried fish flakes, tender bamboo shoots and other special ingredients. Eaten with coriander or basil, or even with a little of the Ay-Chung famous chili sauce, I guarantee that after a long day of shopping, you will definitely appreciate a hot bowl of Ay-Chung Flour-Rice Noodle. You can catch the fragrance of the noodles a hundred meters from the shop.

✔ Unique Products : Pork Intestine Noodles



## 13 OUTER SPACE Xi Men Planet Store

☎ (02)2331-2002  
 🏠 No. 74, E Mei Street, Wan Hua District, Taipei City  
 ⏰ 13 : 00-22 : 30

This fashion brand is the brainchild of LEO, leader of the pop music band CIRCUS. The brand spirit - "question and break from convention with a rebellious attitude! Create your own outer space!" is the inspiration for all the products sold in this shop. All the items are branded "MADE IN OUTER SPACE". This is what makes them unique. The main products are T-shirts for LEO fans. Remember to visit the shop and catch a piece of him!

✔ Unique Products : Fashionable T-shirts



# Design

## Taipei

Taipei is marching toward the world's fashion city. All kinds of shop owners play design to the extreme. Thoughtful cuisines, flower decorated shops, and hot MIT clothes, handmade creative products, and the designer classic above fashion. Search for design Taipei, feel the abundant design energy, and explore sense in special shops. Create stylish style.

PROPORTIONAL BALANCING  
IRREGULAR IRREGULAR ARRANGED  
- CREATES "VARIETY"  
AS A MULTIMEDIA PROBLEM

### Profile

GOJI LIN

Director-general of Majji Clothing

Company Ltd.

Design instructor of Xue Xue Institute

Specializes in the aesthetic

Enjoy life and travel



Taipei – my Muse

Taipei is a multicultural and enthusiastic city with a most convenient transport system. You can travel by MRT from the Shilin and Beitou districts in northern Taipei, to Danan and Wenshan in the south of the city in just a few minutes. When you cruise the city you will come across many gallery-like, stylish and romantic stores that display the aesthetic essence of Taipei.

Blue Stone, which was quietly established in Taipei without any advertising, shares a vigorous enthusiasm for Italian furniture with a select clientele. The range of definitive Italian designer furniture introduced by Blue Stone has been received with great interest. The definitive contours of these fascinating products are simple but elegant. Furniture like this shows unique taste.

After indulging yourselves in the peaceful atmosphere of Blue Stone, you can enjoy Si Mu Jie Bu Yi Fang's relaxing and bright atmosphere. Sometimes, if you are lucky, the owner will give you a gift.

Mr. Mau Mau is a passionate and creative young man with imagination. He has built a kingdom of LEGO-- the toys we played with as kids.

If you want to make your jewelry with your own hands, visit Grass Hill Jewelry. The shop is decorated with a hint of postmodernism. With greenish decoration in hue, the shop stands out in the exotic atmosphere of Tianmu.

Take a walk through the forest maze along the Tian Mu trail. The path, which was built during the Japanese regime, is also called "The Water Pipe Trail". It starts at Tianmu and runs as far as the Chinese Culture University at Yanmingshan. The scenery along the way is very beautiful with many trees growing alongside the path. A one way tour will take about 1.5 hours but both ways need about 3.5 hours. If you don't want to be exhausted, you can take a bus back from the Taipei Hwa Kang Arts School.

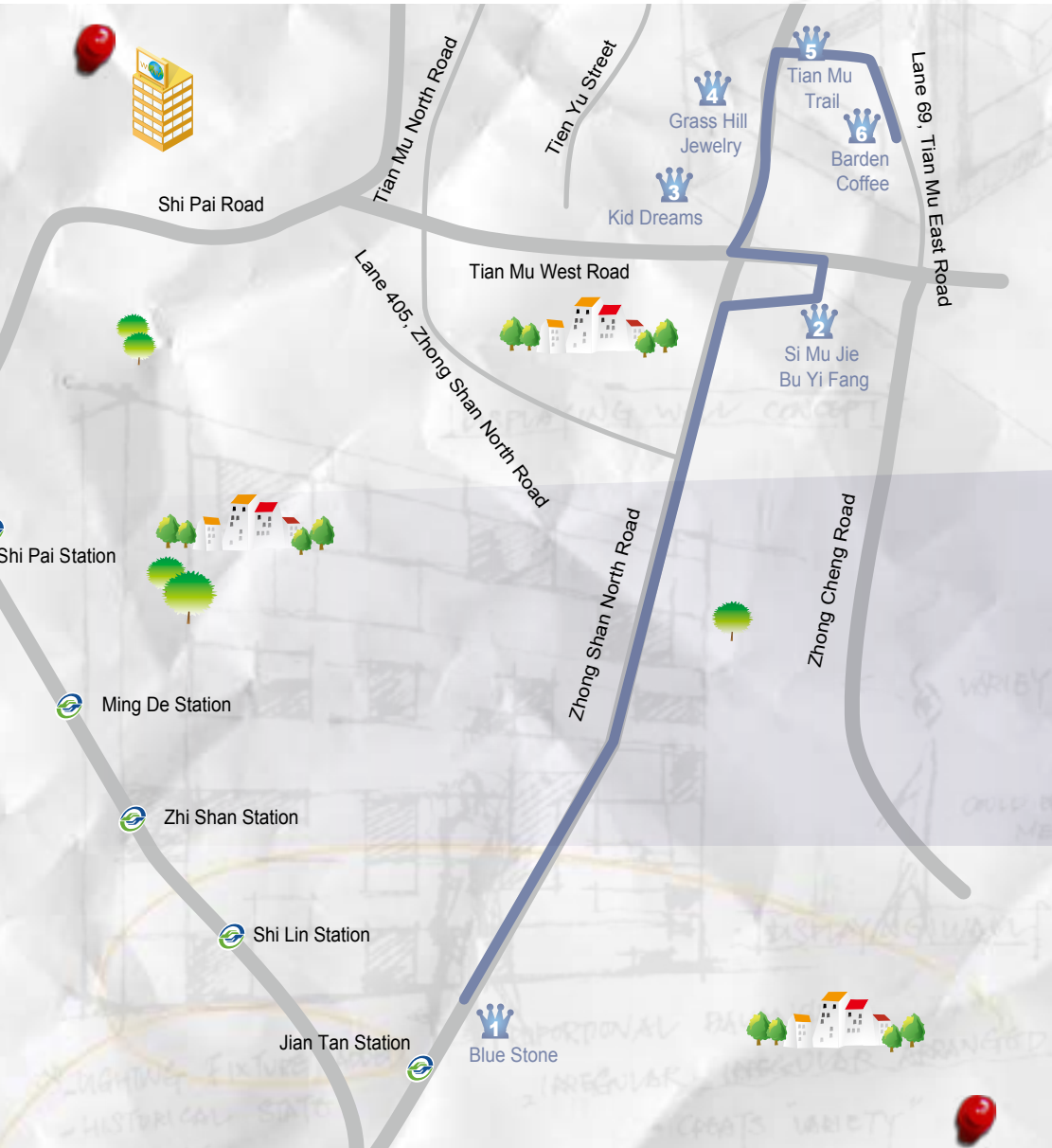
After your mountain climbing, take a rest at Barden Coffee. Their branch store opened in Tianmu in 1996. I've been visiting the café regularly since it was opened. The coffee is excellent and the prices are reasonable. What's more important is that the café makes their coffee using the superior beans produced in Gukeng, Taiwan. The coffee is organically grown and has a mellow flavor. Enjoy coffee at Coffee Barden and enjoy the Taiwan spirit at the same time.



Courtesy of IDISON  
Communication Corp.

*Celebrity's Creative Private Route for an one-day tour — mesmerizing design*

1. Blue Stone (0.5 hrs)→ 2. Si Mu Jie Bu Yi Fang (20 mins)→ 3. Kid Dreams (1 hr)→ 4. Grass Hill Jewelry (1.5 hrs)→ 5. Tian Mu Trail (3.5 hrs)→ Dinner: 6. Barden Coffee (1.5 hrs).



**1 Blue Stone**

☎ (02)2880-6898  
 🏠 No. 104, Sec. 5, Zhongshan N. Road, Shilin District, Taipei City  
 🕒 Monday to Friday 10 : 00-19 : 30

When it was first established, Blue Stone introduced famous Italian designer furniture to the Taiwan public. This gave the people an entirely new experience. In addition to furniture, the store also brings in other things, such as fine household decorations and other items from all over the world. Do not miss Blue Stone if you want to find something exotic.

✔ Unique Products : Italian designer furniture



**2 Si Mu Jie Bu Yi Fang**

☎ (02)2876-8538  
 🏠 No. 23-7, Lane 22, Tianmu E. Road, Shilin District, Taipei City  
 🕒 10 : 30-20 : 00

Fragrance and flowers fill the store. Xu Jia-Yu, the owner, is just as elegant and easygoing as the store. She shares the secrets about how to dress and the spiritual world with her friends and clients. During some promotional activities, customers are often given accessories, such as scarves and purses, as gifts. What's more fantastic is that Xu shows her appreciation to customers by dancing. You certainly don't want to miss her impressive dancing.

✔ Unique Products : Hand dyed clothes



**3 Kid Dreams**

☎ (02)2875-2923  
 🏠 2F, No. 11, Tianmu W. Road, Shilin District, Taipei City  
 🕒 Sunday to Friday 13 : 00-21 : 00 Saturday 09 : 00-21 : 00

Mr. Mau Mau 1 is the Peter Pan in Taiwan. He has been indulging himself in LEGO since he was five. His enthusiasm for LEGO has led him to design LEGO-based teaching plans in the hope that these plans will help children develop creativity. Maybe you will find some long-lost memories on your visit. Get ready for a tour of the world of LEGO!

✔ Unique Products : DIY course designed for children from kindergarten to high school. LEGO, building blocks, handiwork materials, and RC cars.





#### 4 Grass Hill Jewelry

(02)2875-5077  
 2F, No. 57, Sec. 7, Zhongshan N. Road, Shilin District, Taipei City  
 12:00-21:00 Closed on Mondays

Small classes by a professional instructor will provide you with an easy introduction to jewelry design. Our domestic and international instructors are nationally accredited, hold Master's degrees in Art, or teach courses related to arts or design in universities. You can receive professional training in this relaxing space.

Unique Products : Metalwork workshop and sales of silver accessories

#### 5 Tian Mu Trail

At the end of Sec. 7, Zhongshan N. Road, Shilin District, Taipei City  
 Hikers will see a big black water pipe at Entrance 11 (at the end of Sec. 7, Zhongshan N. Road) that runs along the trail. It was used to carry spring water from Yanmingshan to Tianmu. The trail is also called "The Water Pipe Trail". Many people still take water here because it is rich in minerals.

#### 6 Barden Coffee

(02)2873-4024  
 No. 11-4, Lane 69, Tianmu E. Road, Shilin District, Taipei City  
 Monday to Thursday 09:00-22:00  
 Friday to Saturday 08:00-23:00 Sunday 08:00-22:00

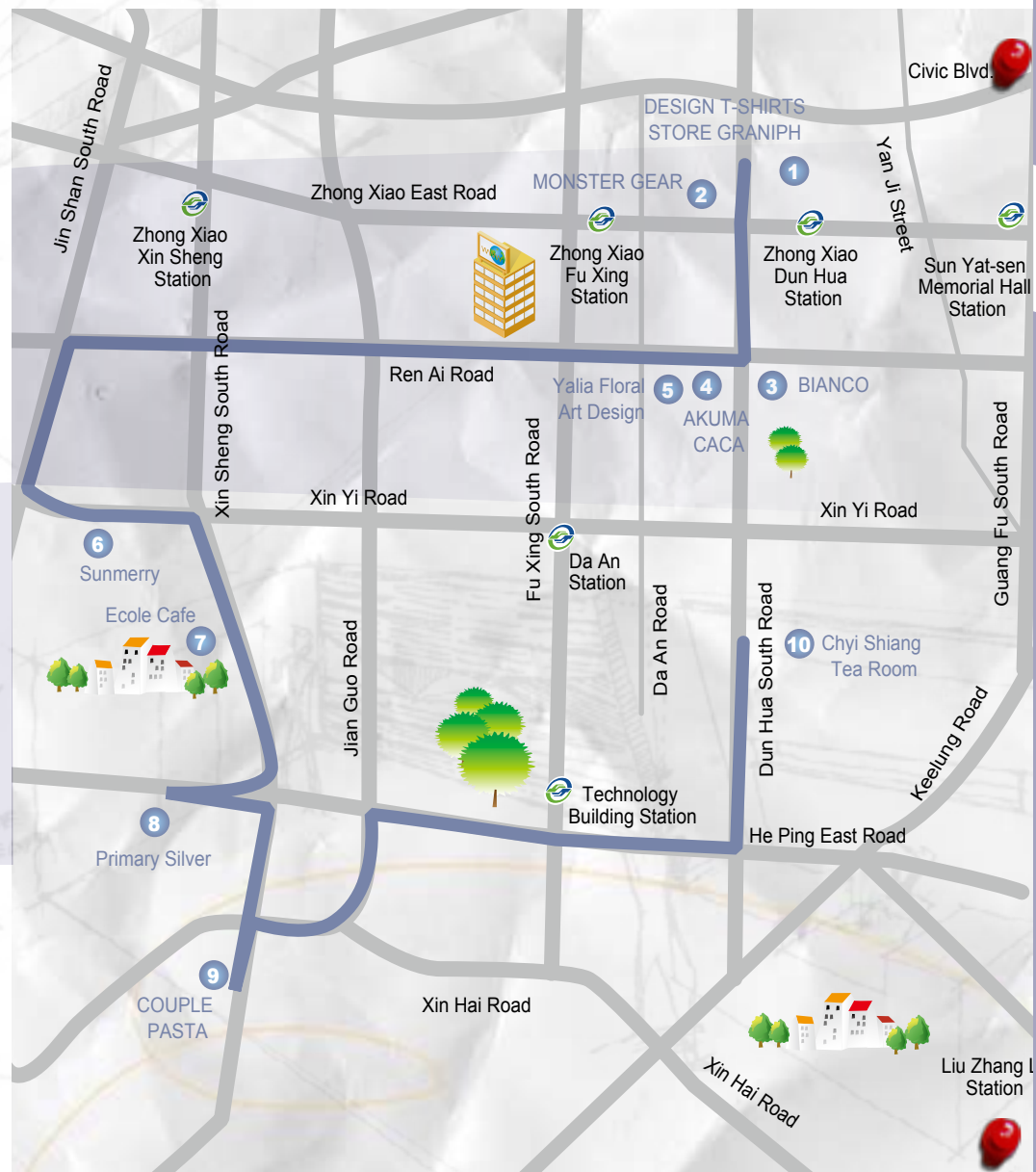
The coffee beans used in Barden Coffee come from a beautifully kept garden. Coffee Barden is located in a quiet street in Tianmu. "Caffe latte with brown rice" is a must when you visit the café. You will be delighted by the mellow flavor of the coffee and the crispy brown rice.

Unique Products : Caffe latte with brown rice



### Recommended route for a one-day design appreciation tour

1. DESIGN T-SHIRTS STORE GRANIPH (0.5 hrs) →
2. MONSTER GEAR (0.5 hrs) → Lunch :
3. BIANCO (1 hr) →
4. AKUMA CACA (1 hr) →
5. Yalia Floral Art Design (15 mins) →
6. Sunmerry (15 mins) →
7. ECOLE Café (1 hr) →
8. Primary Silver (0.5 hrs) →
9. COUPLE PASTA (1 hr) →
10. Chyi Shiang Tea Room (1 hr).





## 1 DESIGN T-SHIRTS STORE GRANIPH

(02)2775-5453  
No. 37, Lane 187, Sec. 1, Dunhua S. Road, Da'an District, Taipei City  
11:00-21:00

GRANIPH works with artists from all over the world and rolls out new products every week. Customers can find more than 150 T-shirts of many different designs in the store. These stylish T-shirts are offered at reasonable prices. That is why GRANIPH attracts so much attention.

Unique Products : Exclusive T-shirts

## 2 MONSTER GEAR

(02)2771-5700  
No. 44, Lane 51, Sec. 1, Da'an Road, Da'an District, Taipei City  
12:30-21:00

MONSTER GEAR is popular among people who love figurines. The store offers a wide range of products, including Plex and One Piece figurines as well as cartoon T-shirts. You certainly want to visit this museum-like store.

Unique Products : Cartoon Figurines



## 3 BIANCO

(02)2325-3655  
No. 19, Lane 112, Sec. 4, Ren'ai Road, Da'an District, Taipei City  
11:30-21:30

Bianco means "white" in Italian. White decoration renders the restaurant simple and comfortable. The restaurant also offers red wines, Italian homemade ice cream, and olive oil. These products can help people lead a healthy life.

Unique Products : Organic Risotto with Black Truffles in Cream



## 4 AKUMA CACA

(02)2701-9227  
B1, No. 6, Lane 14, Siwei Road, Da'an District, Taipei City  
10:00-23:00

Established in 2009, the AKUMA CACA's décor is mostly white, with wooden ornaments and trim. The posh design catches the attention. Enjoy yourself with a cup of White Café Mocha, with Ghirardelli white chocolate added.

Unique Products : White Café Mocha



## 5 Yalia Floral Art Design

(02)2705-2290  
No. 163, Sec. 1, Da'an Road, Da'an District, Taipei City  
08:30-20:30

A small store with big surprises! Yalia welcomes all its customers with enthusiasm and respect. They provide the best flowers you can find anywhere. You will never be disappointed in Yalia when you want to send best wishes to your loved ones.

Unique Products : Floristry

## 6 Sunmerry

(02)2392-0224  
No. 186, Sec. 2, Xinyi Road, Da'an District, Taipei City  
07:30-22:00

Sunmerry's pineapple cake was greatly admired by judges in the "Taipei Creative Awards for Pineapple Cakes". Sunmerry only makes their pineapple cakes with pineapples grown in Taiwan. These pineapples are fragrant and rich in fiber. Enjoy the perfect proportion of filling to pastry.

Unique Products : Pineapple cakes



## 7 ECOLE Cafe'

(02)2322-2725  
No. 6, Lane 1, Qingtian Street, Da'an District, Taipei City  
Monday to Thursday 13:00-23:00  
Friday 13:00-24:00  
Saturday 11:00-24:00  
Sunday 11:00-23:00

The French word "ECOLE" means school. The café is located in a quiet lane off Qingtian Street. Inside the café, visitors will find lots of books, most of which are about architecture or design, but with a sprinkling of literature as well. They also offer some pieces of art which you will find at the entrance.

Unique Products : Special brownies and café latte



### 8 Primary Silver

(02)3365-2579  
 No. 11, Longquan Street, Da'an District, Taipei City  
 Weekdays 12:00-23:00 Weekends 14:00-23:00

Most of Primary Silver's inspiration comes from daily life. Metal and other materials are combined in different ways that represent aspects of life. The idea is to combine the elements in such a way that they together represent the simple and basic constituents of existence.

Unique Products : Necklaces



### 9 COUPLE PASTA

(02)8369-3987  
 No. 68-2, Sec. 3, Xincheng S. Road, Da'an District, Taipei City  
 Weekdays 11:30-14:30 17:30-21:00  
 Weekends 11:00-14:30 17:30-21:00 Closed on Mondays

The restaurant is situated on the Xincheng South Road. Popi, a teddy bear, sits at the door to give you the warmest welcomes. When you drop by, please don't forget to say hello to Popi and try the specialty - spaghetti with seafood in tomato sauce, or spaghetti with three different kinds of salami in cream sauce.

Unique Products : spaghetti with seafood in tomato sauce and spaghetti with three different salamis in cream sauce

### 10 Chyi Shiang Tea Room

(02)2378-3939  
 No. 18, Leli Road, Da'an District, Taipei City  
 10:00-21:00

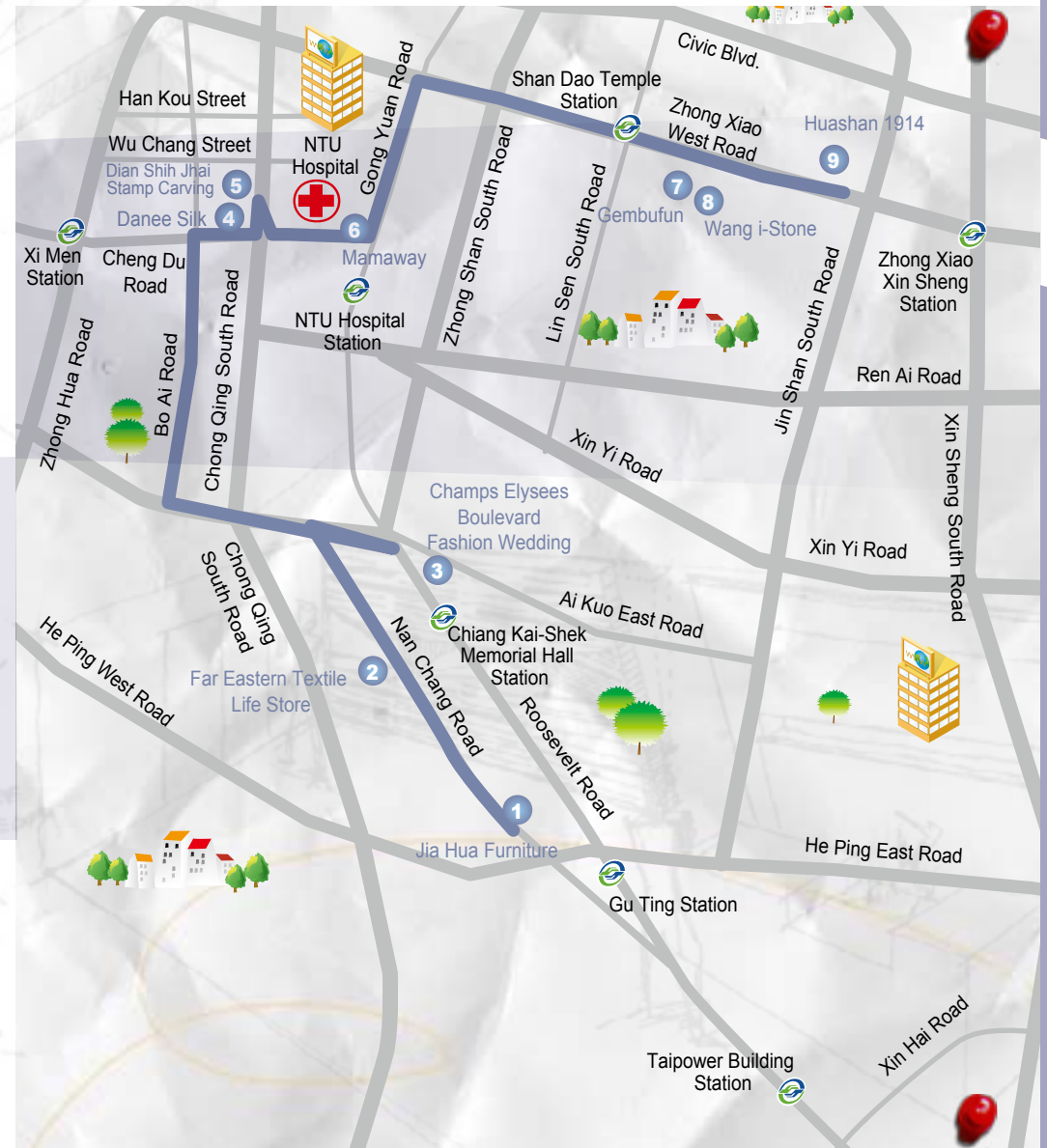
Opened in 1988, the teahouse provides you with tea and other dishes made from tea. The oolong tea jelly is a must that you never want to miss. The owner wants to encourage people to take an interest in tea by combining tradition with innovation.

Unique Products : Oolong Tea Jelly



## Recommended route for a half-day tour — design in daily life

1. Jia Hua Furniture (1 hour) →
2. Far Eastern Textile Life Store (0.5 hours) →
3. Champs Elysees Boulevard Trend Wedding (0.5 hours) →
4. Danee Silk (0.5 hours) →
5. Dian Shih Jhai Stamp Carving (10 minutes) →
6. MAMAWAY (0.5 hours) →
7. Gembufun (0.5 hours) →
8. Wang i-Stone (0.5 hours) →
9. Huashan 1914 (1.5 hours).





### 15 Jia Hua Furniture

(02)2392-7389  
 No. 33, Sec. 2, Nanchang Road, Zhongzheng District, Taipei City  
 10 : 00-22 : 00

Jia Hua Furniture is famous for its honesty – they provide good furniture at reasonable prices, helping customers build their own comfortable space. You will certainly find this shop very interesting – they have such things as cowhide sofas, wooden chairs, bedroom suites, cabinets, and shelves, and many other items. Jia Hua Furniture is the best choice for those who want to build a chic and comfortable place.

Unique Products : Furniture



### 4 Danee Silk

(02)8511-2233  
 No. 96, Sec. 1, Chongqing S. Road, Zhongzheng District, Taipei City  
 11 : 00-21 : 30

Danee Silk insists on using only eco-friendly and chemical-free silk to make their products. Erica, an internationally famous British designer, has been working with DANEE to produce a whole new generation of fashionable silk products. DANEE will not disappoint you in your search for the best in silk.

Unique Products : Silk products

### 15 Dian Shih Jhai Stamp Carving

(02)2311-1606  
 No. 1-1, Yuanling Street, Zhongzheng District, Taipei City  
 Weekdays 09 : 00-19 : 30 Saturday 10 : 00-19 : 00  
 Sunday 12 : 00-19 : 00

Dian Shih Jhai Stamp Carving has been providing their service for more than 60 years. Machine-made stamps are dull and easily forged. This establishment still follows the traditional hand-made protocols to make stamps. A wide range of materials, such as jade, crystal, ivory, horn or sandalwood is available. Visit Dian Shih Jhai Stamp Carving if you want a unique stamp.

Unique Products : Handmade stamps



### 2 Far Eastern Textile Life Store

(02)7729-6363  
 No. 66, Sec. 1, Nanchang Road, Zhongzheng District, Taipei City  
 10 : 00-21 : 00

Customers can find both bedding and clothes in Far Eastern Textile Life Store. FET is an exclusive product made with a special kind of thermal fiber. The fabric reduces body heat loss and keeps the wearer warm without causing sweating. Fabric containing Tencel is silky and light and is your best choice for a sports outfit.

Unique Products : FET thermal underwear



### 3 Champs Elysees Boulevard Fashion Wedding (Marry Plaza)

(02)2397-2390  
 No. 48, Aiguo E. Road, Zhongzheng District, Taipei City  
 13 : 00-22 : 00

Champs Elysees Boulevard Fashion Wedding (Marry Plaza) is just like those fabulous boutiques near the Arc de Triomphe. The store provides wedding services of the highest standard, including customized wedding photography and wedding dresses in the very latest fashion. Champs Elysees Boulevard Trend Wedding will realize your ideal wedding.

Unique Products : Wedding dresses

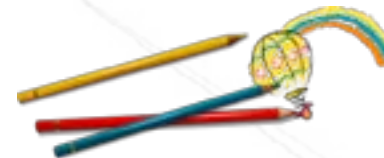


### 16 MAMAWAY

(02)2381-9303  
 No. 32, Gongyuan Road, Zhongzheng District, Taipei City  
 11 : 00-21 : 00

MAMAWAY is a local Taiwan brand of patented breastfeeding clothing. Although the brand is very new, it has been selling well overseas because it is so well suited to the needs of mothers who breastfeed.

Unique Products : Baby slings and maternity underwear



### Gembufun

(02)2283-3450  
 A26, No. 108, Sec. 1, Zhongxiao E. Road, Zhongzheng District, Taipei City  
 10 : 00-19 : 00 Closed on Mondays

Gembufun started by selling handmade bags in 2007. The store makes their products with special fabrics in delicate designs that make them unique. This attracts people to the store who are interested in pursuing an exclusive and personal style. They now also offer hand-painted wool shawls. If you want to show your personal style, don't forget to visit Gembufun.

Unique Products : Handmade bags



### Wang i-Stone

0911-206059  
 A 24, No. 108, Sec. 1, Zhongxiao E. Road, Zhongzheng District, Taipei City  
 10 : 00-19 : 00

Stones are given a new image by these artists who understand the need to take the shape and grain of the stone into full account. Tea lovers will have a whole new experience of the art of tea making with stoneware.

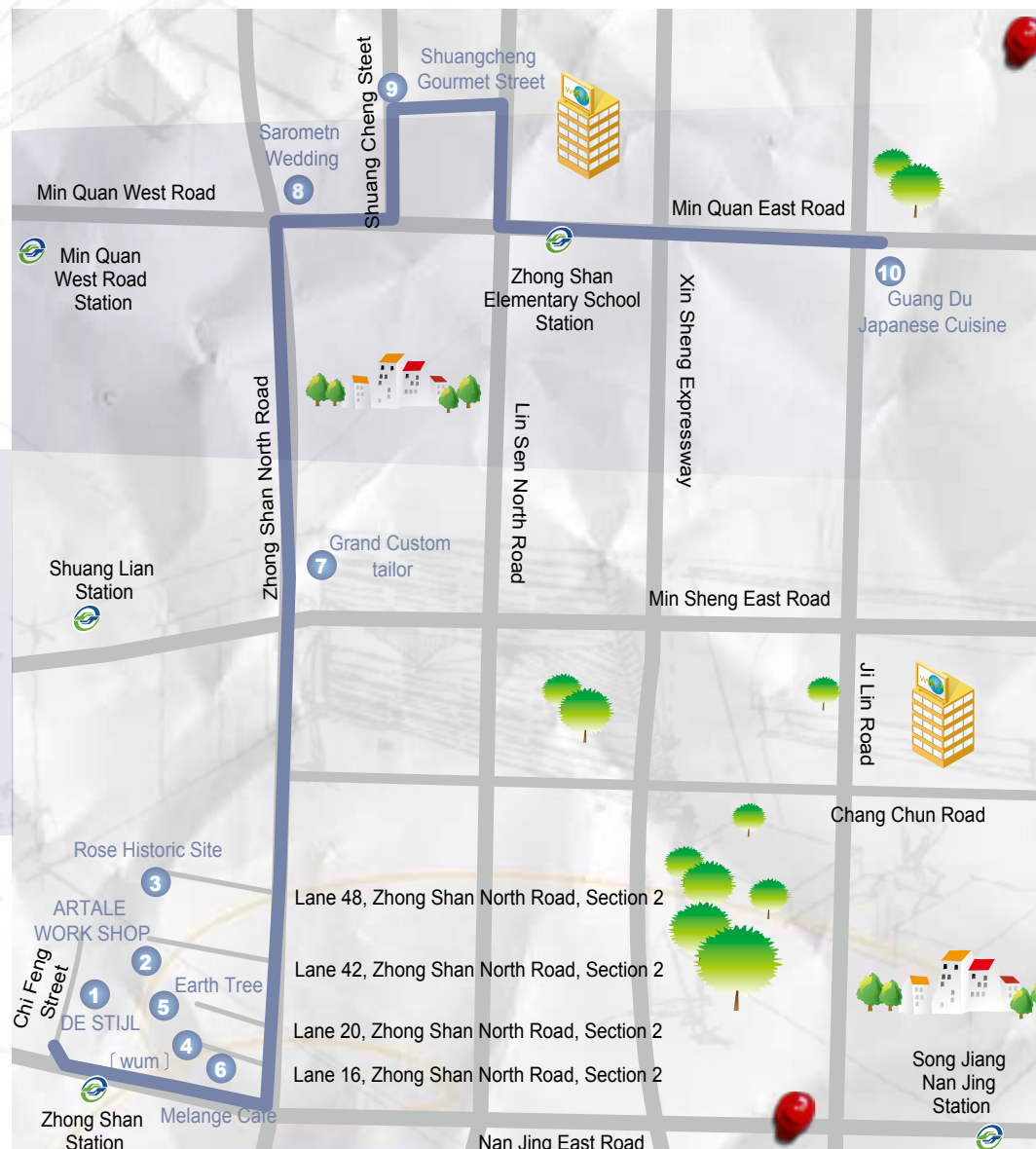
Unique Products : Stoneware, Dark Jade Stone Teapot

### Huashan 1914

No. 1, Sec. 1, Bade Road, Zhongzheng District, Taipei City  
 The Huashan 1914 used to be Taipei Liquor INC. The venue has been divided into "outdoor" and "indoor" spaces and is now a wonderful place for NGOs and artists to hold exhibitions. This park will make the creativity and innovation of Taiwan prosper.

### Recommended route for a one-day tour — famous eateries

1. DE STIJL (0.5 hrs)→
2. ARTALE WORK SHOP (0.5 hrs)→
3. "Rose Historic Site" (TSAI JUI-YUEH DANCE RESEARCH INSTITUTE) (0.5 hrs)→
4. [ wum ] (0.5 hrs)→
5. Earth Tree (Fair Trade & Eco Shop) (0.5 hrs)→
- Afternoon Tea : 6. Melange Cafe (1.5 hrs)→
7. Grand Custom tailor (0.5 hrs)→
8. SAROMETN (CELINE LIU) WEDDING (0.5 hrs)→
- Dinner : 9. The Shuangcheng Gourmet Street (1 hr) / 10. Guang Du Japanese Cuisine (2 hrs)(Dinner menu: choice of 2 for this route)



**DE STIJL**

**☎** (02)2552-7725  
**🏠** No. 20, Lane 33, Chifeng Street, Datong District, Taipei City  
**🕒** 12 : 30-20 : 30 Closed on Mondays

You don't want to miss this store if you want to find something old school. They sell accessories that were fashionable between 1920 and 1980. After so many years, each accessory is given unique characteristics.

**✔** Unique Products : American and European antiques



**ARTALE WORK SHOP**

**☎** (02)2568-2190  
**🏠** No. 32, Lane 42, Sec. 2, Zhongshan N. Road, Zhongshan District, Taipei City  
**🕒** 12 : 00-20 : 00 Closed on Mondays

You may be surprised that a store decorated with vibrant colors provide its customers with such comforting products. The inspiration of the famous designer Xu Qui-Yi comes from cats and the establishment was actually founded in memory of her cat minono. She designs her unique products with inspiration that comes from cats and flowers.

**✔** Unique Products : Self-established brand - minono



**“Rose Historic Site”  
(TSAI JUI-YUEH DANCE RESEARCH INSTITUTE)**

**☎** Institute(02)2523-7547 Restaurant(02)2523-3645  
**🏠** No. 10, Lane 48, Sec. 2, Zhongshan N. Road, Zhongshan District, Taipei City (Enter the restaurant from Lane 46.)  
**🕒** Institute 10 : 00-17 : 00 Closed on Mondays  
 Restaurant(Closed when shows are held)11 : 00-23 : 00

The institute was established in 1920 and is the only Japanese bungalow in the area. It has been named the “Rose Historic Site” to symbolize “Jail and Rose”, one of Ms Tsai’s works. Ms. Tsai, a pioneer and promoter of modern dance in Taiwan, has trained many dancers here.

**✔** Unique Products : Dancing courses and artistic performances



**[wum]**

**☎** (02)2581-9866  
**🏠** No. 1, Lane 16, Sec. 2, Zhongshan N. Road, Zhongshan District, Taipei City  
**🕒** 12 : 00-20 : 30

Dou, Teng-huang and Zhang-Li, Yu-jing, are famous Taiwanese designers who specialize in comfortable and subtly innovative clothes. The designers named their store “[wum]”, derived from the pronunciation of “womb”, hoping that the store will be innovative and creative. In addition to the designers’ own work, the store also offers exclusive designer furniture.

**✔** Unique Products : Designer clothes



**Earth Tree  
(Fair Trade & Eco Shop)**

**☎** (02)2567-2559  
**🏠** No. 8, Lane 20, Sec. 2, Zhongshan N. Road., Zhongshan District, Taipei City  
**🕒** 12 : 00-22 : 00

Earth Tree (Fair Trade & Eco Shop) is the first shop focusing on fair trade in Taiwan. All the products in the store are made in a humane and eco-friendly way. The store, including desks and doors, is decorated with recycled materials to make it exclusive.

**✔** Unique Products : Alpaca, wool and cashmere products



**Melange Cafe**

**☎** (02)2567-3787  
**🏠** No. 23, Lane 16, Sec. 2, Zhongshan N. Road, Zhongshan District, Taipei City (Store 1)  
**🏠** No. 17, Lane 16, Sec. 2, Zhongshan N. Road., Zhongshan District, Taipei City (Store 2)  
**🕒** Weekdays 07 : 30-22 : 00 Weekends 09 : 30-22 : 00

The queue in front of the café is always long. You will find their specialty, golden crunchy waffles with sweet and fragrant strawberries and smooth cream, fascinating. They also offer a great variety of beverages. If you want to have an elegant and relaxing teatime, as the European nobles do, you don't want to miss the Melange Cafe.

**✔** Unique Products : Waffles





## Grand Custom tailor



(02)2571-7431



No. 81-4, Sec. 2, Zhongshan N. Road, Zhongshan District, Taipei City



10 : 00-21 : 00

Since its establishment in 1970, Grand Custom tailor has devoted themselves to making hand-tailored suits in the latest fashion. This store represented Taiwan in the 33rd World Federation of Master Tailors in 2009 and won the Creative Design Award in the event.



Unique Products : Hand-tailored suits



## SAROMETN (CELINE LIU) WEDDING



(02)2594-3475



No. 181-3, Sec. 2, Zhongshan N. Road, Zhongshan District, Taipei City



13 : 00-21 : 30

SAROMETN (CELINE LIU) WEDDING is the first wedding photography company founded on Zhongshan North Road -- the street of wedding photography. The company works with many famous designers and photographers to make creative wedding dresses. Their devotion to wedding photography fulfills all the wishes of newlyweds.



Unique Products : Wedding photography



## Shuangcheng Gourmet Street



Lanes 10 and 13 of Shuangcheng Street to Shuangcheng-Nong'an intersection, Zhongshan District, Taipei City

Forty years after being established, Shuangcheng Street has changed from being rather dirty into a clean and well-organized cuisine plaza with the help of the Taipei city government. What's special about the street is that different vendors take the day and night shifts to provide tourists and locals with breakfast, lunch, dinner, and late-night snacks. In addition to the wide variety of cuisine available from the restaurants, there are stores that sell exotic goods. This makes the area very attractive to tourists who can eat as well as shop here.



## Guang Du Japanese Cuisine



(02)2564-2579



No. 265, Jilin Road, Zhongshan District, Taipei City



17 : 00-02 : 00

With red lanterns swinging in the wind at the entrance, Guang Du Japanese Cuisine gives its customers a Japanese ambience. The skilled and experienced chefs cook with the greatest care and respect to provide fine dishes for the guests. This restaurant's specialties include Japanese king crab salad, sashimi, tempura, barbecue ribs and fish, which you must try if you visit the restaurant.



Unique Products : Chu set meal



# Creative Taipei

Taipei quickly accumulate creative dynamic, stroll creative Taipei and find surprising places. It is the activator and home of creative. The flower, the sand that you do not notice in the normal day maybe changed to a world, a heaven. Then, store that place as your person creative secret garden!



# Chang, Chia-Hsien

Taipei – an innovation-addicted city

It is said that people in Southern Taiwan are hospitable. But I think they also friendly. These days more and more creative stores are to be found in Taipei. These shops may be clustered together in specific areas, or stand alone in a street. No matter where they are, their unique styles always catch my attention whenever I come across them. I enjoy the impact that Taipei has on my perception. The cuisine and vast selection of goods to be found in the city charms everyone – both the young and modern and those from the old-school.

'Ginger Superman' is one of the SO FREE Pizza & Cheese dishes made with ginger and salted eggs that is both amazing in name and taste.

It is believed that the solving of puzzles boosts the memory and makes one smarter. Players can even share their efforts with others. Renoir Puzzle is a famous puzzle store that attracts large numbers of people. Once inside, you will become so absorbed that you might even forget the time or not even want to go home. The store has puzzles designed by Jimmy, the famous Taiwanese picture book author.

After leaving Renoir, you can visit the mosque near the Da An Forest Park. The exotic dome of the mosque has become a Taipei architectural landmark.

Min Fong Household Accessory, is an old store located in Yong Kang Street, that welcomes its customer with delightful fragrances just like young ladies do. The scented candles are a favorite with the girls but I prefer the fine bone china.

Drop by the VVG Bon Bon. The lilac pink makes gives the store the looks of an elegant boutique. Imported sweets from Europe and cupcakes are their specialties. Many people are attracted by the great variety of beautiful gift boxes and confectionary in the cases that greet you when you enter. The cupcakes are in many different colors blue, yellow, red... and are delicious. The finest of all is the "Chocolate-meringue cupcake". Underneath a crunchy meringue layer there is another of smooth French chocolate of the highest quality. The cake is firm and rich with a delicious flavor.

Pork floss may seem to be rather ordinary stuff, but Wei Fone Pork Floss is exceptionally delicious. The design of the packages is simple. It's your best gifts for your friends. Dine at Amigo, which is located on Guang Fu South Road. Juicy chicken and smooth chocolate with enchiladas is a dish that you don't want to miss. You can also dine at DOZO with a group of friends. You and your friends will be delighted by the excellent service at DOZO.

Courtesy of Hsien



### Profile

Chang, Chia-Hsien

An artist specializing in illustrations

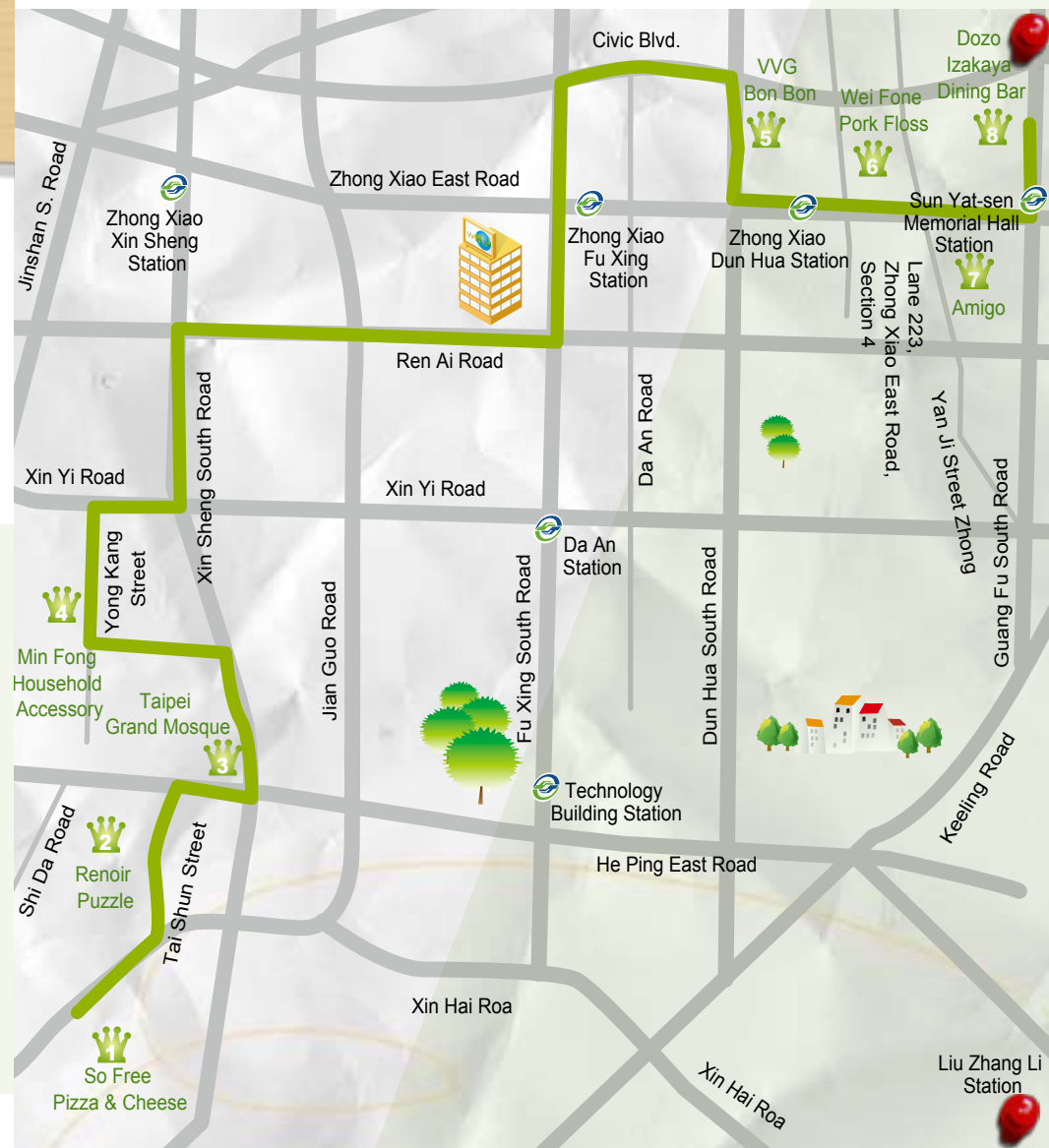
Enjoy daydreaming

Calling : create things that symbolize life.



## Celebrity's Creative Private Route — A one day Creative Mind Tour

Lunch : 1. So Free Pizza & Cheese (1.5 hrs) → 2. Renoir Puzzle (1 hr) → 3. Taipei Grand Mosque (1.5 hrs) → 4. Min Fong Household Accessory (40 mins) → 5. VVG Bon Bon (1 hr) → 6. Wei Fone Pork Floss (40 mins) → Dinner : 7. Amigo (1.5 hrs) /8. DOZO Izakaya Dining Bar (2.5 hrs).(Dinner menu: choice of 2 for this route)



Trendy

Design

Creative

Sight & Sound

Nostalgia

Fashion



### 1 So Free Pizza & Cheese

- (02)2364-3351
- No. 28, Lane 283, Section 3, Roosevelt Road, Daan District, Taipei City
- 11 : 00-21 : 00

I could not believe that I had the opportunity to find such delicious charcoal-grilled pizzas in this little store, nestled among the lanes and alleys of Taipei City. The store's exterior is designed with real wooden logs. Fresh pizzas are grilled in authentic brick stoves and the charcoal-grilled pizzas have a delicious woody fragrance. Complemented by generous cheese toppings, spices and vegetables, take a huge bite of the crispy pizzas and you will be moved to tears!

Unique Products : Ginger Slice Superman Pizza



### 2 Renoir Puzzle

- (02)2362-0859
- No. 27, Lane 44, Tai Shun Street, Daan District, Taipei City
- Sunday to Thursday : 11 : 30-22 : 00
- Friday to Saturday : 11 : 30-22 : 30

In 1990, the famous Renoir painting "Dance at Moulin de la Galette" became the first piece of the puzzle that put together the "Renoir Puzzle". The National Taiwan Normal University store is its main branch, bringing together all puzzle hobbyists. In 2005, "Renoir Puzzle" was given the rights to sell the "Jimmy" series of puzzles. This achievement became another milestone for the store as it displays the essence of eastern art via puzzles and people can showcase the emotions of those art pieces as the artists intended.

Unique Products : Jimmy Series Jigsaw Puzzles



### 3 Taipei Grand Mosque

- No. 86, Section 2, Xinsheng South Road, Daan District, Taipei City

The design of the Taipei Grand Mosque is the brain child of famous Taiwanese architect- Yang Zhuo Cheng. He referenced unique architectural elements of Islamic buildings including the round dome, common corridors and minarets. Inside the mosque, you will see a vast, spacious praying hall, 15 feet high and 15 feet wide. There are no obstacles in the hall, thus the entire space looks impressive and majestic. Islamic buildings do not use animal prints, but have plant and geometric prints as decoration. With its solemn exterior, round dome and minarets, the Taipei Grand Mosque is no doubt one of Taipei City's most famous landmarks.

### 4 Min Fong Household Accessory

- (02)2351-7760
- No. 12-4, Yong Kang Street, Daan District, Taipei City
- 12 : 00-22 : 00

Min Fong Household Accessory has been located in Yong Kang Street for 18 years, making it one of the oldest shops. The most popular products sold are aromatherapy candles. These candles are sealed in cans, thus when customers finish using them, they can still use the cans for storage. The candles' natural and delicate scent, plus the huge selection and variety makes the candles the favorites of grandmothers and mothers.

Unique Products : Aromatherapy candles



### 5 VVG Bon Bon

- (02)2711-4505
- No. 13, Lane 161, Section 1, Dunhua South Road, Daan District, Taipei City
- 12 : 00-21 : 00

With pink as its main interior color theme, many customers have come to recognize "VVG Bon Bon" by the huge seven-color model cake placed in the middle of the shop. The café's pretty and cute décor make its customers feel like they are in a fairytale world. We cannot but mention the café's most popular product- its colored cupcakes. The café offers more than 12 different flavors of cupcakes every day. This café is a unique resting place for the busy people of Taipei City.

Unique Products : Cupcakes



### 6 Wei Fone Pork Floss

- (02)2777-3696
- No. 24, Lane 223, Section 4, Zhongxiao East Road, Daan District, Taipei City
- Monday to Saturday 09 : 00-22 : 00 Closed on Sundays

For 50 years, Wei Fone Pork Floss has never switched off its stove to turn "3 pounds of pork into 1 pound of pork floss". To celebrate the 100th year of establishment of the Republic of China, Wei Fone spent much effort to develop a commemorative pork floss product "My Wei Fone Baby". Not only using its unique baking method, Wei Fone also selects only the highest-quality Taiwan Black-Haired pig legs (Gold 18 liang). This makes the pork floss especially delicious.

Unique Products : Signature Pork Floss



### 7 Amigo

- (02)2771-1188
- No. 28, Lane 280, Guangfu South Road, Daan District, Taipei City
- 11 : 30-23 : 00

"Amigo" means "good friend" in English and our foreign friends often use it to address their passionate Mexican friends. Inside the shop, you will be struck by the colorful Mexican décor, a huge cactus and also a green VW Beetle. The shop owner also spent a lot of money on importing authentic Mexican décor so that when you step into the Guang Fu shop, not only will you feel like you are enjoying a meal in Mexico, the exciting sports games shown on the television will no doubt enhance your feelings towards one another.

Unique Products : Mole Chocolate Chicken, Traditional Mexican Burrito



### 8 DOZO Izakaya Dining Bar

- (02)2778-1135
- No. 102, Guangfu South Road, Daan District, Taipei City
- Sunday to Thursday 18 : 00-02 : 00
- Friday, Saturday & the night before holiday 18 : 00-03 : 00
- Taiko Performance Time Fri, Sat 19 : 50 / 22 : 00

Dozo Izakaya Dining Bar breaks away from conventional F&B space boundaries while serving cuisine that is not restrained by geographical boundaries. This restaurant has an elegant, contemporary interior design, making it the perfect dining venue for family and friends to get together, or for business meetings. It is not just a restaurant; they also invite professional singers and drummers to perform every Friday night. It is definitely an experience that you cannot miss!

Unique Products : DOZO's signature Osaka Okonomiyaki, Onion beef skewers

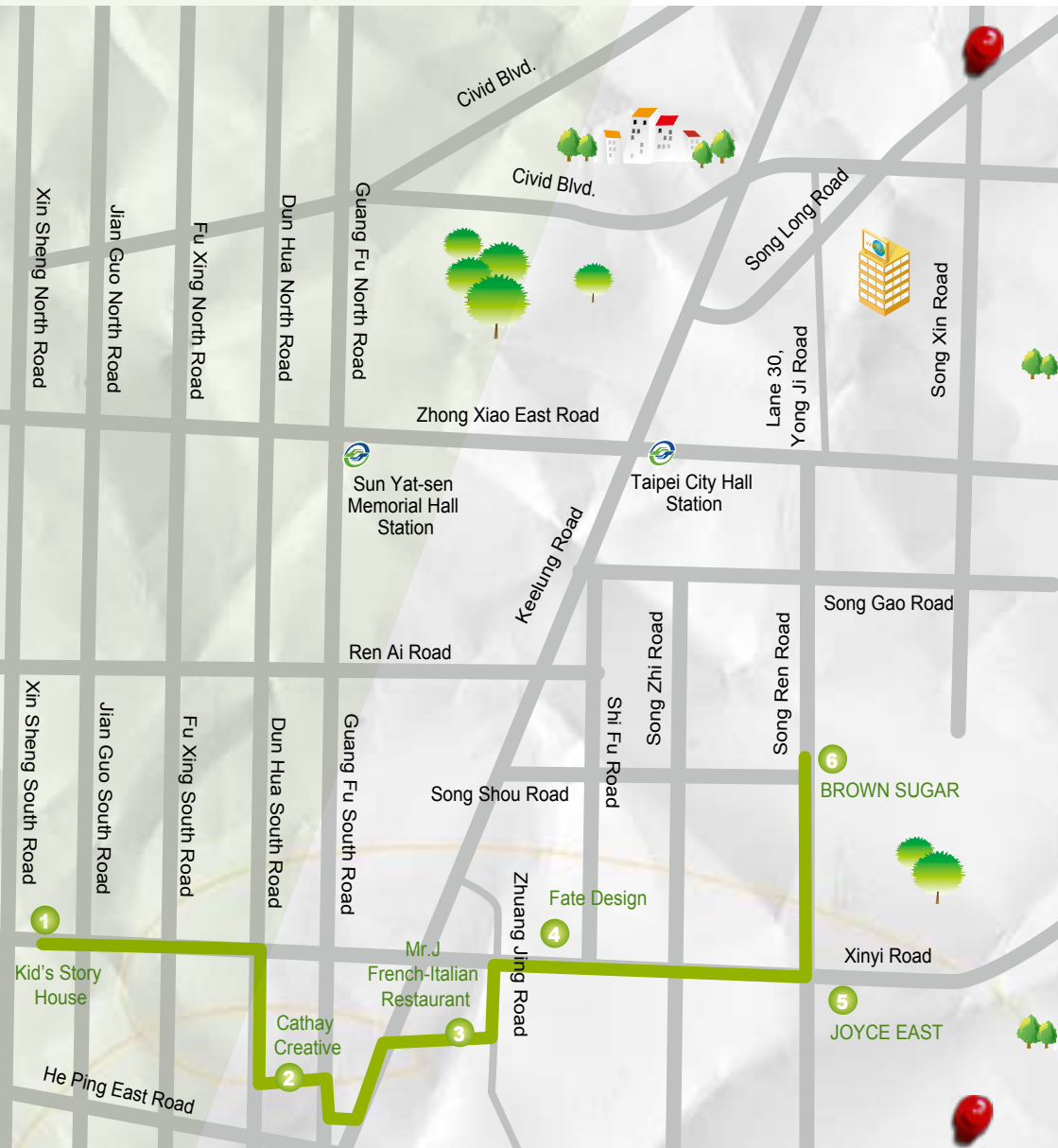


Trendy  
Daan  
Creative  
Nostalgia  
Fashion



## Creative Fun Joy One-Day Tour

1. Kid's Story House (2 hrs) → 2. Cathay Creative (1 hr) → 3. Lunch : Mr.J French-Italian Restaurant (1 hr) → 4. Fate Design (1 hr) →  
 Afternoon Tea : 5. JOYCE EAST (1 hr) → Jazz Feast : 6. BROWN SUGAR (1 hr)



### 1 Kid's Story House

☎ (02)2709-0061  
 🏠 No. 41-2, 2nd Floor, Section 3, Xinyi Road, Daan District, Taipei City  
 ⏰ Tuesday to Friday 10:00-20:00  
 Saturday to Sunday 10:00-18:00

Since the establishment of the "Kid's Story House", it has utilized an innovative performance method to realize and enrich children's exciting and happy childhood dreams. This method also enables children to absorb new knowledge quickly and without pressure, allowing them to maximize their full potential!



### 2 Cathay Creative

☎ (02)8732-2681  
 🏠 No. 211, 8th Floor, Section 2, Anhe Road, Daan District, Taipei City  
 Cathay Creative Flagship Store : No. 1, Ba De Road, Section 1, Taipei City (Hua Shan Cultural Park- 4th Building)  
 ⏰ 11:00-21:30

Do not be mistaken! They do not sell CDs or pizzas here! What you will find are unique and original designed products! Cathay Creative manages to combine the exquisite Taiwanese design characteristics with modern fashion elements, while selecting only the most beautiful products to appeal to both local and international fashionistas. However the products stay true to Taiwanese design elements. CDPiazza has become a haven for creative designers in Taiwan, so no matter if it is creative 3C products, trendy fashion accessories, or LOHAS lifestyle products, you can find them all here!

🚩 Unique Products : CDPiazza & ORIGINO

### 3 Mr.J French-Italian Restaurant

☎ (02)2377-9090  
 🏠 No. 250, Wu Xing Street, Xinyi District, Taipei City  
 ⏰ 11:30-21:00

This was the filming location for the movie "Secret". The restaurant's luxurious interior design is its most unique quality. It has incorporated the film set into the restaurant environment, and thus sees many visitors from all over the world. Due to the movie's popularity, this restaurant has become a must-see tourist spot. Its spaghetti and pizzas are its most popular and affordable dishes. You might even catch a glimpse of superstar "Jay Chou" in person!

🚩 Unique Products : Mentaiko Cream Spaghetti, Tomato Scallops shrimps Risotto





#### 4 Fate Design

- (02)2772-9159
- Suite 3E48 No. 5, Section 5, Xinyi Road, Xinyi District, Taipei City
- Monday to Friday 09 : 00-18 : 00

Fate is a self-created Taiwanese brand which utilizes stainless steel as the art work material. These stainless steel art pieces incorporate the unlimited imagination of artists and metal factory manufacturing. They are not just products, they are metal art. Every piece tells a story that connects man with art. The stainless steel stationary series showcases the contrast between the large content of carved elements and the coldness of steel. When you purchase a home piece, you will have to finish the piece yourself at home. This is a classic example of a new cultural element being injected into art.

Unique Products : DIY Stainless Steel Stationary Storage Series

#### 5 JOYCE EAST

- (02)8789-6128
- No. 128, Section 5, Xinyi Road, Xinyi District, Taipei City
- 11 : 30-23 : 00

The uniqueness of the Joyce East Restaurant is its interior design which cost the owners almost a billion NT\$. All the dishes served in this restaurant can be accompanied by more than 200 different types of wine and cocktails. It is very a popular place with famous people and rich housewives. The owners have a specially designed private entrance and exit for famous guests. Afternoon tea is also hugely popular. Inside the shop, there is a beautiful art piece at every corner of the restaurant, so that customers can appreciate them while dining. When you dine at Joyce East, be prepared for a journey that will titillate all your five senses!



Unique Products : Afternoon Tea

#### 6 BROWN SUGAR

- (02)8780-1110
- No. 101, Songren Road, Xinyi District, Taipei City
- 17 : 30-03 : 00

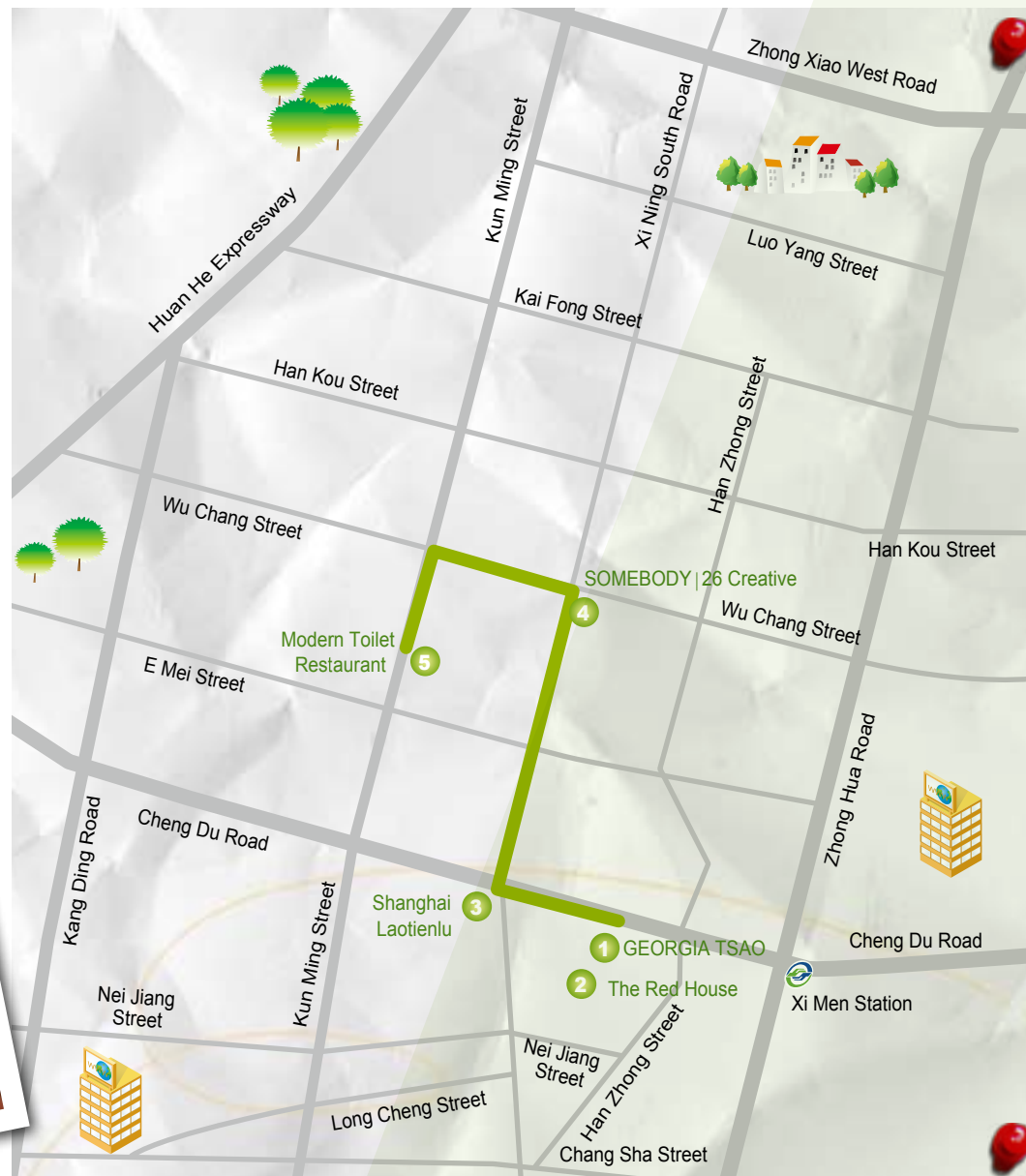
This Blues Café is a spiritual haven for all Jazz enthusiasts in Taipei. The Brown Sugar restaurant is one of Taipei's most popular and glamorous Blues Cafés. Since being established it has become one of the favorite hangouts for people in Taipei who enjoy nightlife. Brown Sugar created a unique music haven, kicking off a new trend for the enjoyment of live music in Taipei.

Unique Products : Live Jazz



### Life is Full of Surprises Half-Day Tour

1. GEORGIA TSAO (0.5 hrs) → 2. The Red House (1 hr) → 3. Shanghai Laotienlu (0.5 hrs) → 4. SOMEBODY | 26 Creative (1.5 hrs) → Dinner : 5. Modern Toilet Theme Restaurant (2 hrs)





## 1 GEORGIA TSAO

(02)2314-0073

No. 10, Cheng Du Road, Wan Hua District, Taipei City (No. 16 Creative Studio)

14 : 00-21 : 30 Closed on Mondays

GEORGIA TSAO is a silver designer jewelry brand with a Viking cap logo that symbolizing courage and cuteness. Designs are lively and fashionable, style is strong and of high quality. The designer creates each and every piece of jewelry with deep creative feeling, and they are worth collecting. GEORGIA TSAO accessories are mostly hand-made of 925 pure sterling silver, while some are made of unusual material. With such lively and diverse designs, this is for today's modern women who pursues aesthetics, but is not willing to lose her innocence.

Unique Products : Viking Series Design Silver Jewelry



## 2 The Red House

(02)2311-9380

No. 10, Cheng Du Road, Wan Hua District, Taipei City

Thursday to Sunday 11 : 00-21 : 30 Friday to Saturday 11 : 00-22 : 00 Closed on Mondays

The red-bricked, two-storey Ximen Red House is a third-grade historical site built in 1908. One of the unique features of this building is its eight metre façade. During the Japanese Occupation Era, it was called "Octagon Hall". The building is connected to another, shaped like a cross, which used to be a brick factory. These two very-different buildings are known as the "Ximen Market" with the Red House being the market entrance. The local authorities changed its name to "The Red House" and it is now a small, very famous, theatre.

## 3 Shanghai Laotienlu

(02)2375-7575

No. 56, Cheng Du Road, Wan Hua District, Taipei City

10 : 00-21 : 00

Combining modern creativity with tradition, Laotienlu sells many different types of delicacies including the renowned Shanghainese cakes, which are all hand-made. The shop is run by members of the family themselves. The soy sauce used is made from a traditional family recipe with 14 Chinese herbs. The meat is double-stewed with the sauce so that it will totally lock in the soy sauce, the meat is then quickly frozen to retain the sauce. This makes the meat texture chewy and tasty. Other than Laotienlu's most popular soy-sauce stewed dishes, its cakes and pastries have also been around for a long time. Pastries such as green bean cakes, salt-pepper plum slices, plum tarts and spicy biscuits are all traditional delicacies made from recipes that have been passed down for generations.

Unique Products : Duck tongues



## 4 SOMEBODY | 26 Creative

(02)2311-2371

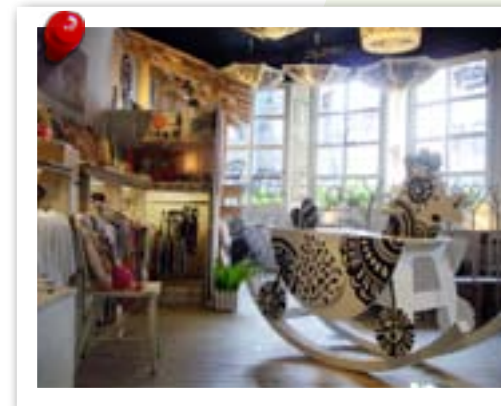
No. 131, 2nd & 3rd Floor, Xi Ning South Road, Wan Hua

District, Taipei City

13 : 00-22 : 00

Nestled in the hustle and bustle of Xi Men Ding is a massive white window, quietly waiting for some creative design and performance artists to come and visit. No matter if it is theatre art, dance or music, all types of artistic expressions can realize their big dreams on this small, clean, plain stage. You will also find twenty freestyle, hand-drawn manuscripts by the stage owner from Lugang, Zhang Fan Xuan as well as a series of home décor accessories and products which transmit childhood dreams. When you enter the shop, you will find yourself returning to your childhood and looking at the world through young eyes.

Unique Products : The Owl that Never Sleeps, Daydreaming Yao Yao Chicken, mushroom Forest



## 5 Modern Toilet Restaurant

(02)2311-8822

2nd Floor, No. 7, Lane 50, Xin Ning South Road, Wan Hua District, Taipei City

11 : 30-22 : 30

From the first unique ice dessert served to customers to the several toilet themed dishes, the "Modern Toilet Restaurant" has always combined interesting, creative elements into its dishes through continuous R&D to improve on their dishes' taste. For example, the highly-popular toilet beef curry is especially visually stimulating. Why not come to the restaurant and experience some "toilet humor" and enjoy a visually challenging feast.

Unique Products : Toilet Bowl Ice Cream, Toilet Bowl Beef Curry

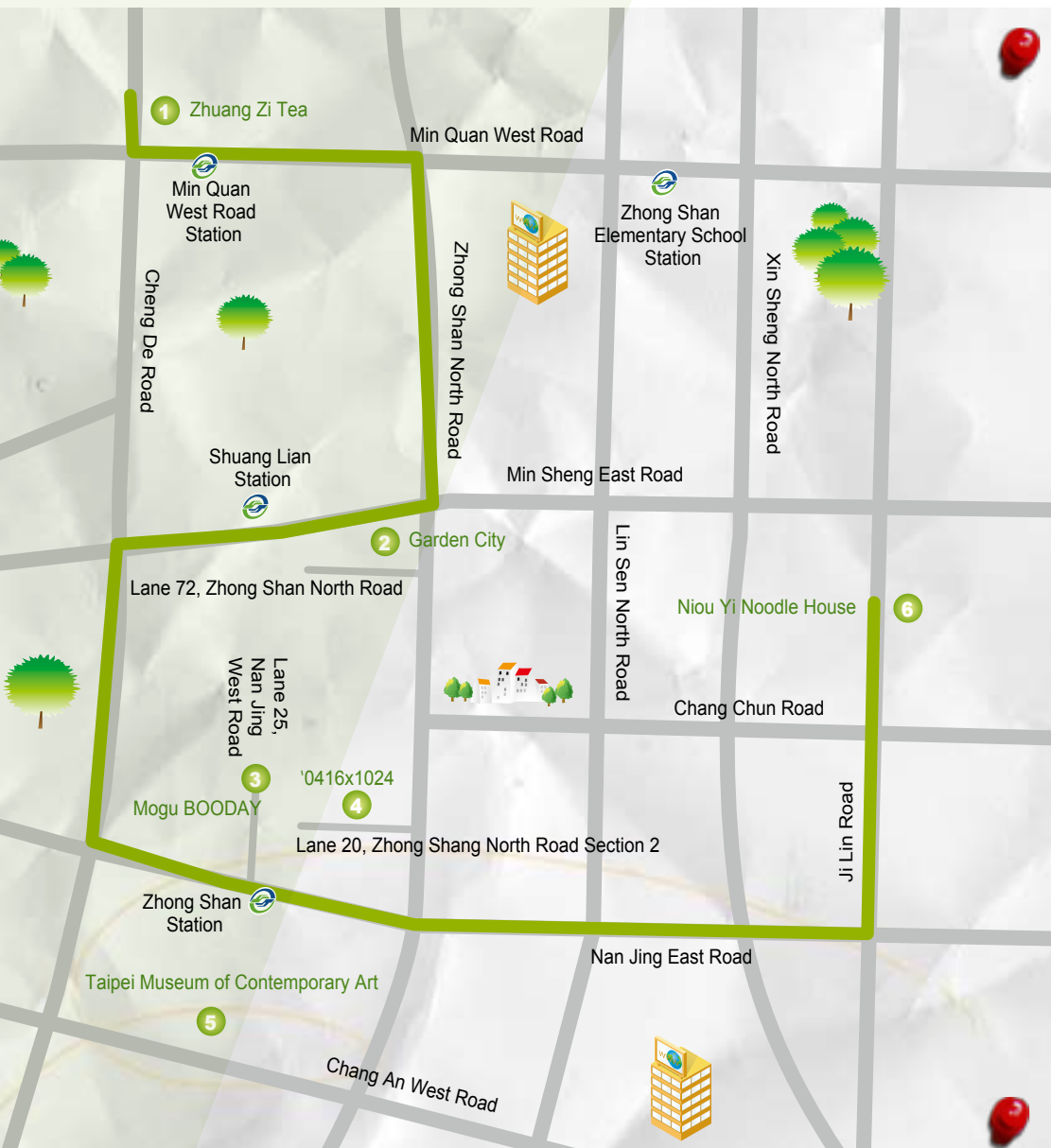




## LOHAS Half-Day Tour



1. Zhuang Zi Tea (0.5 hrs) → 2. Garden City (0.5 hrs) → 3. Design Lifestyle Afternoon Tea : Mogu BOODAY (1.5 hrs) → 4. '0416X1024 (0.5 hrs) → 5. Taipei Museum of Contemporary Art (1.5 hrs) → 6. Dinner : Niu Yi Noodle House (1 hr)



### 1 Zhuang Zi Tea

- ☎ (02)2598-0018
- 🏠 No. 17, Section 3, Cheng De Road, Da Tong District, Taipei City
- 🕒 09 : 00-22 : 00

The Zhuang Zi Tea entered the Taiwanese tea market with an all new brand name. Every employee of the café believes in the teachings of philosopher Zhuang Zi and has a sincere attitude towards all matters, objects and persons. The Zhuang Zi Tea is especially strict in selecting the leaf quality and even the regions where the tea is produced. They use their own unique tea roasting techniques and the tea leaves used in Zhuang Zi Tea are clean and fragrant with rich taste. The tea is packed in exquisite red gift boxes that are elegant and festive.

👍 Unique Products : Jasmine Tea, Rose Oolong Tea

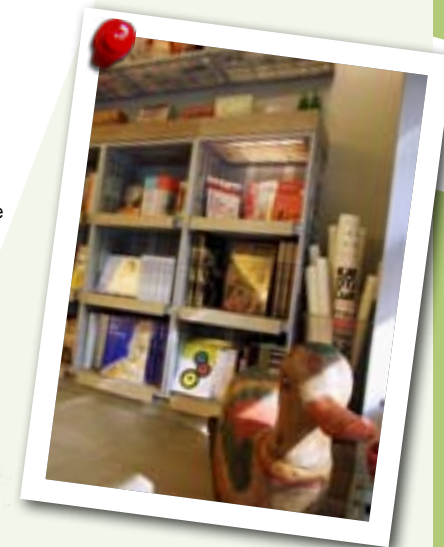


### 2 Garden City

- ☎ (02)2531-9081
- 🏠 No. 6, Lane 72, Section 2, Zhong Shan North Road, Zhong Shan District, Taipei City
- 🕒 11 : 00-20 : 00

When the Garden City first started they only sold books about architecture, but later expanded their portfolio to include market design and many other creative themed books. They use the show room method to display the books, and have turned the basement into an exhibition area. Garden City not only sell books published by themselves, but now also have high quality books imported from other places. You will also find many toys and film cameras displayed in its cabinets. When you enter the bookshop you will immediately feel the sense of creativity and scholarliness.

👍 Unique Products : Architecture, Creative Books



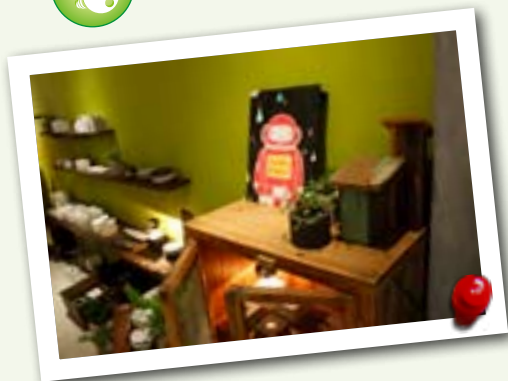
### 3 Mogu BOODAY

- ☎ (02)2552-5552
- 🏠 No. 18-1, Lane 25, Nan Jing West Road, Da Tong District, Taipei City
- 🕒 Monday to Thursday 12 : 00-21 : 00  
Friday to Saturday 12 : 00-22 : 00

"Mogu BOODAY" has simple, pure and cute architectural décor. The first floor exhibits and sells original design products, while the second floor has home made bread and desserts. As you walk around the shop, you will see the creative "mushroom" design on t-shirts, note books, bags, employee work clothes etc. The owners of Mogu BOODAY are trying to create the widest variety of practical lifestyle products, and hope to create a name for themselves amongst the other international brand design products. At the same time, they also distribute an independent publication called the "Mushroom Hand Post".

👍 Unique Products : Mogu Booday quarterly magazine



**4** '0416x1024

(02)2521-4867

 No. 18, Lane 20, Section 2, Zhong Shan North Road,  
Zhong Shan District, Taipei City

13 : 00-22 : 00

'0416x1024 is the combination of the birth dates of the two creators - 0416 and Mu Jing Shan's birthdays symbolizing unlimited energy and possibilities! Labeled as "cluster efficiency" through creation to stimulate more interesting thoughts. To build a platform to share creativity.

Unique Products : Decorated T-Shirts

**5** Taipei Museum of Contemporary Art

(02)2552-3721

No. 39, Chang An West Road, Da Tong District, Taipei City

Tuesday to Sunday 10 : 00-18 : 00 Closed on Mondays 17 : 30(Ticket Sale Closes)

The Taipei Museum of Contemporary Art was a primary school during the Japanese Occupation era. Known as the "Jian Cheng Primary School", it provided education for the Japanese children. The museum organizes exciting contemporary art exhibitions, expanding people's horizons. It has also kicked off multi-layer conversations between people of different cultures and nationalities. This provides unlimited creative force to this contemporary city.

**6** Niu Yi Noodle House

(02)8787-2677

No. 30, Si Ping Street, Zhong Shan District, Taipei City

11 : 00-14 : 00 17 : 00-20 : 00

When you walk into the Niu Yi Noodle House, you will find instructions on how to make your own sauces on the wall. They look like the mathematical tables you learned from in school. There are two different types of soup, braised and clear stews, three types of beef parts : meat, tendon and tripe, as well as many kinds of sauce : spicy, curry, kimchi and so on. With so many options, how many different type of dishes can you create? The owner of Niu Yi Noodle House does not use any herbs or rice wine in their beef noodles, soup is smooth and rich and attracts many food enthusiasts who come to the shop to try. Together, they enjoy bowls of beef noodles with the Niu Yu Restaurant boss, Brother Yi.

Unique Products : Tai Ji Beef Noodles

COMPACT  
disc  
DIGITAL AUDIOSIGHT & SOUND  
TAIPEI

Feature shops recently become scenes for dramas and movies. Through the camera, watch Taipei in the most charming angle. Whether it is the relaxing time in a coffee shop or the fabulous night view, the withering record store still plays lasting good voice. The dream of LIVE concert or write your own melody in the bookstore. Turn a page, use video and voice to stroll the map and record every journey.

DVD  
VIDEO

Hi-Fi



# Arran

Audiovisual Taipei Gives you Fun all the time

## Profile

Arran

Contestant in the 3rd Super Idol Competition

"The best Guitar solo in the competition", comment by judge Guo-Lun Huang

Guitarist of You-Jia Lin's band

In the daytime, bustling Taipei is like a realistic documentary that shows the busy life and dynamic energy of the Taipei people. Many dramas today shoot their romantic scenes in one of the stylish stores. Although you may not be the hero, you can still spend the afternoon there and may even encounter your muse. At night you can relieve the pressures of the day and really have fun with all your heart. I hear rhythmic rock music and know it's not my imagination. The music plays everywhere as I relax in a record store to enjoy the audiovisual impact of the ultra-large movie screen. Taipei offers many dazzling audiovisual feasts for you to devour.

When blockbuster movies arrive at Ximending, people throng to watch them. When you have bought your tickets you can spend a while in MAG FREAK where you will find millions of comics, Japanese idol magazines, and books of the latest Japanese fashion, hair care, photography and décor. Comic lovers can also visit "animate", a large comic store with 28 years of history and hundreds of outlets in Japan. The Ximen store has been remodeled and is now more spacious and has many Chinese and Japanese books, CDs and anime products. You may end up spending a lot of money there!

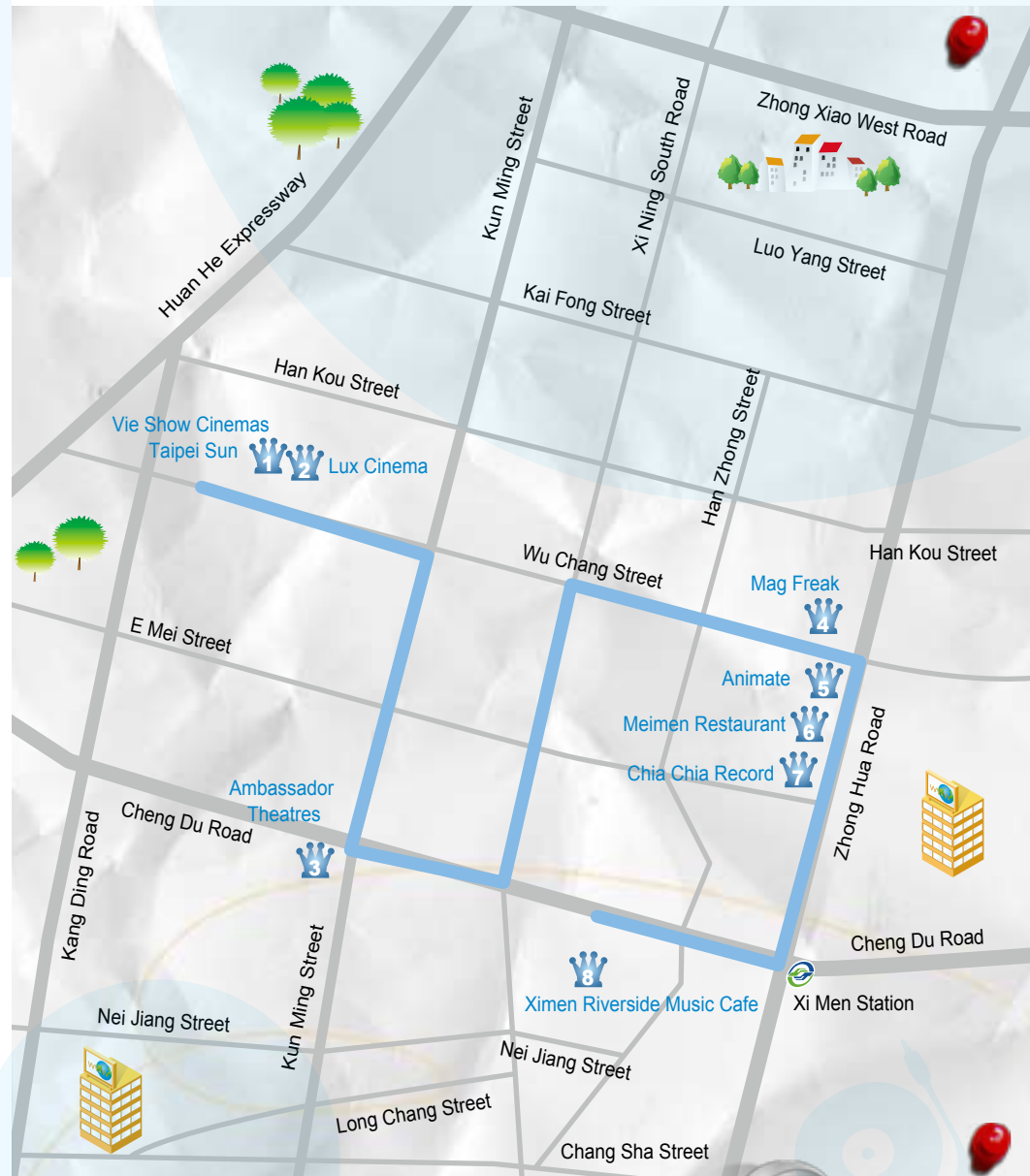
When you are ready to dine, the Meimen Restaurant is rather impressive. It offers vegetarian cuisine, prepared by regimen master Feng-shan Li with the freshest seasonal ingredients only. It is unique in that there are exclusive Kung-Fu dramas, crosstalk, and Kung-Fu magic shows included. At Meimen, you can enjoy a good meal and watch the show at the same time. After your meal, you should visit long-established Chia Chia Record store. If CDs are not enough for you go to Ximen Riverside Music Cafe where many bands and super idol contestants hold regular concerts.

Photo provided by Arran



## Celebrity's Sight & Sound Private Route - One-Day Tour of Insiders' Sight & Sound

1. Vie Show Cinemas Taipei Sun /2.Lux Cinema /3.Ambassador Theatres (2.5 hrs)→ 4. Mag Freak (1 hr)→ 5. ANIMATE (1 hr)→ Lunch : 6. Meimen Restaurant (1 hr)→ 7. CHIA CHIA Record (1 hr)→ 8. Ximen Riverside Music Cafe (2 hrs)(movie theater - choice of 3 for this route)





## 1 Vie Show Cinemas - Taipei Sun

- ☎ (02)2331-5256
- 🏠 No 87, Sec 2, WuChang St, WanHua District, Taipei City
- 📞 Please contact the cinema directly

Vie Show Cinemas spent as much as NT\$60 million in 2009 renovating the 'Taipei Sun' complex in WuChang Street, Ximending turning it into the only IMAX cinema in Taiwan as well as the IMAX cinema with the highest number of seats in the world. Fancy a unique IMAX experience? Come visit Vie Show Cinemas - Taipei Sun.

✔ Unique Products : Cinema



## 2 Lux Cinema

- ☎ (02)2311-8628
- 🏠 No 85, Sec 2, WuChang St, WanHua District, Taipei City
- 📞 Please contact the cinema Directly

Regardless of what era you were born into, cinemas hold a special memory for teenagers the world over. The first thing that comes into sight, in this street lined with cinemas, is Lux Cinema that stands at the corner junction. Now in its 40th year, Lux Cinema is having its AV systems and other equipment revamped to stay in sync with the tastes and demands of the contemporary moviegoers.

✔ Unique Products : Cinema



## 3 Ambassador Theatres

- ☎ (02)2361-1223
- 🏠 No 88, ChengDu Rd, WanHua District, Taipei City
- 📞 Please contact the cinema directly

In earlier days, movie cinemas in Ximending differentiated themselves into two groups. One showed domestic movies and the other foreign movies, and 'never the twain shall meet'. Also, he Ambassador used to compete with the Taipei Sun and Lux Cinema. As the very first cinema in Taiwan to be equipped with a Dolby surround sound system the extensive upgrades made to the Ambassador AV system kick-started a domestic craze for cinemas to renew their hardware facilities.

✔ Unique Products : Cinema

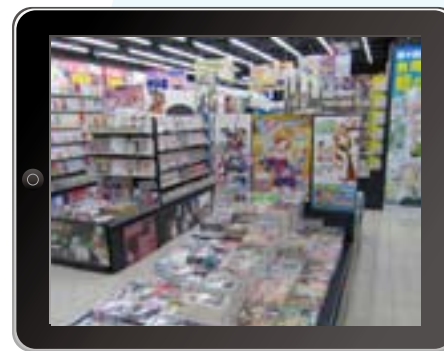


## 4 Mag Freak

- ☎ (02)2389-6728
- 🏠 1st-3rd floor, No 7, Sec 2, WuChang St, WanHua District, Taipei City
- 🕒 Weekdays 11 : 00-22 : 00 Weekends 11 : 00-22 : 30

Mag Freak is Taiwan's very first exclusive magazine shop and sells a vast selection of foreign magazines. In the past, to get hold such things you needed to ask a friend to bring them back after an overseas trip. Now you can find any magazine of your choice in Mag Freak. They have magazines on almost any subject you can imagine, even wrestling and fitness. To keep track of the latest issue of your favorite foreign magazines, Mag Freak is a shop not to be missed.

✔ Unique Products : Japanese magazines



## 5 ANIMATE

- ☎ (02)2389-3420
- 🏠 No 104, Sec 1, ZhongHua Rd, WanHua District, Taipei City
- 🕒 10 : 00-22 : 00

ANIMATE specializes in Japanese "Anime & Comics." In addition to the latest animation items and hottest comics straight from Japan, it also has sections in the shop devoted exclusively to COSPLAY and second-hand products, a heaven for the Japanese anime and comics aficionados. ANIMATE will also take customer orders to help them keep abreast of the latest trends.

✔ Unique Products : Anime & Comic Merchandise



## 6 Meimen Restaurant

- ☎ (02)2375-5905
- 🏠 2nd floor No 104, Sec 1, ZhongHua Rd, WanHua District, Taipei City
- 🕒 11 : 30-21 : 30

There are many health-nurturing dishes on the menu prepared with a wisdom much seen in vegetarian cooking methods. Grand masters combine their secret recipes using, the Law of Five Elements and Yin & Yang discipline. There are also live performances of martial arts, Chinese traditional stand-up comedies, Chinese classic music recitals, magic shows and Chinese & Western music that are all so captivating that you may forget you are here to dine.

✔ Unique Products : Chinese Classic Music Recital, Magic Shows, Chinese and Western Musical Performances

## 7 CHIA CHIA Record

- ☎ (02)2312-3437
- 🏠 2nd floor, No 110, Sec 1, ZhongHua Rd, WanHua District, Taipei City
- 🕒 10 : 30-22 : 30

CHIA CHIA Record was set up in 1976 in Xinmending. The shop is renowned for its specialized and diversified music listings, offerings of CDs and records otherwise not available in Taiwan. It is also a heaven for Japanese and Korean music enthusiasts. Need to get hold of your favorite latest single or album at a decent price without any hassle? CHIA CHIA is the place to go and they will order your products for you and provide them at a reasonable price.

✔ Unique Products : Will also take Customer Orders to Book, or Track Down, Records



## 8 Ximen Riverside Music Cafe

- ☎ Red House (02)2311-9380
- Riverside Music Cafe (02)2370-8805
- 🏠 No 10, ChengDu Rd, WanHua District, Taipei City
- 🕒 12 : 00-22 : 00

The Ximen Riverside Music Cafe sees itself as "a start-up place for dreamers and as a dream-estuary for professionals." More than 7000 performances have already been held here and the live shows every night symbolize the grass roots rock'n'roll spirit of Taiwan. This fine music venue is more than an indicator of a dream per se, but also the launch pad of dreams. The nurture and genesis of many a professional band has started here.

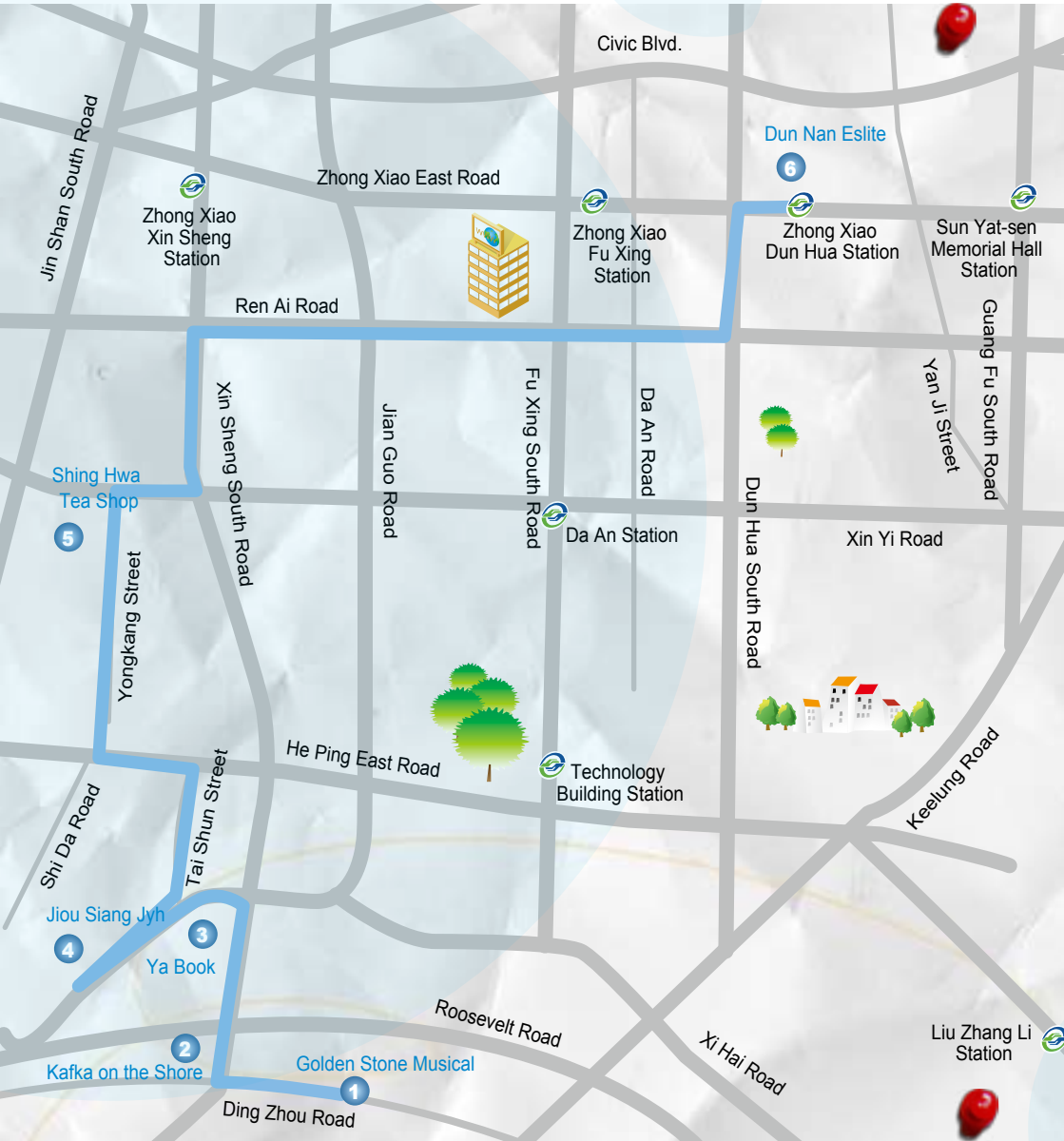
✔ Unique Products : Art space and Cafe for Live Performances



## One-Day Tour for the Music Savvy



1. Golden Stone Musical (0.5 hrs)→ 2. Kafka on the Shore (1 hr)→ 3. Ya Book (1 hr)→ 4. Jiou Siang Jyh (1 hr)→5. Shing Hwa Tea Shop (40 mins)→ 6. Dun Nan Eslite (1.5 hrs)



### 1 Golden Stone Musical

(02)2368-0601  
No 174, Sec 3, DingZhou Rd, DaAn District, Taipei City  
11 : 30-22 : 00

Golden Stone Musical represents well-known domestic and overseas brands of musical instruments, offering a quality environment for tutorials and instrument try-outs, plus all sorts of periodic discounts, even for music classes. A state-of-the-art studio is available for hire for rehearsals. When looking for fine food, books and music at a single location, one need not go further than the GongGuan area... and Gold Stone Music.

Unique Products : Musical Instruments; Rehearsal Space for Hire

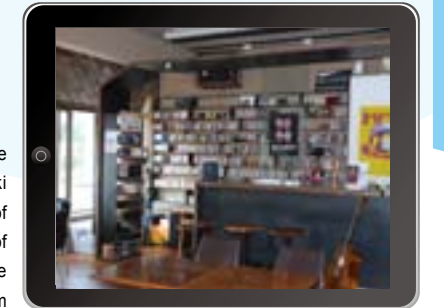


### 2 Kafka on the Shore

(02)2364-1996  
2nd floor, No 2, Lane 244, Sec 3, Roosevelt Rd, DaAn District, Taipei City  
12 : 00-24 : 00

Located by the Taipower Building on Roosevelt Road Kafka on the Shore is a quiet Cafe emanating a warm relaxing ambience. Named after Haruki Murakami's novel, it may look like any other cafe at first glance, but it is one of the most well known live music Cafes in the GongGuan area. A huge quantity of in-store books and magazines, humanity being the main subject, are available for customers to browse. Movies about important issues are also shown from time to time in the Cafe. All this contributes to the unique and artsy style of Kafka on the Shore.

Unique Products : Unplugged Performances



### 3 Ya Book

(02)2360-8298  
No 9, Lane 76, Sec 3, XinSheng S Rd, DaAn District, Taipei City  
12 : 00-22 : 00

To make sure that great books continue to be read, the Ya Book Secondhand Bookstore carefully selects and preserves used books, CDs and DVDs sent to them. Careful in-store packaging and marketing ensures that many valuable items, discarded as no longer useful by some, will continue to be used and even treasured by others.

Unique Products : Used Books





#### 4 Jiu Siang Jyh

- (02)2368-0576
- No 81, LongQuan St, DaAn District, Taipei City
- 14 : 00-22 : 00

The Jiu Siang Jyh on LongQuan Street, right next to the International House of Taipei, used to be the RiSheng Bookstore. Its very first owner, Mr. Wu HuiKang, was from ShanDong, China. However, in addition to all the usual horde of used books the Jiu Siang Jyh has a fine, outstanding and sizable collection of specialized books on art and albums of drawings and paintings.

Unique Products : Used Books

#### 5 Shing Hwa Tea Shop

- (02)2391-7514
- No 150, Sec 2, DaAn District, Taipei City
- 09 : 00-22 : 00    Sundays 13 : 00-21 : 30

Tea from the 70-year-old Shing Hwa Tea Shop is 100% made in Taiwan and home roasted using a traditional recipe. It is free from all additives and flavoring. The refined roasting method gives the tea a natural fruity aroma, and its Oolong Tea is mild and low in caffeine and theophylline, not at all astringent, certainly gentle on the stomach. Shing Hwa sends its tea out for regular SGS inspection. Visitors can be sure of the quality and relevant health and safety of Shing Hwa tea.

Unique Products : Fruity-Aromatic Alishan Oolong Tea



#### 6 Dun Nan Eslite

- (02)2775-5977
- No.245, Sec. 1, Dunhua S. Rd., Da'an Dist., Taipei City
- 11 : 00-22 : 30

The biggest store of its kind in Taipei, the Dun Nan Eslite houses many thousands of books. Their range of music CDs is very wide and goes from classical to rock'n'roll to blues and includes all the modern Pop as well. Occasionally, one may come upon a book or album signing session by a well known writer or signer. Browse away or listen to the music. As the saying goes, reading is the path to wealth. Whenever you need some peace and quiet and a good read, the Dun Nan Eslite is the place to go.

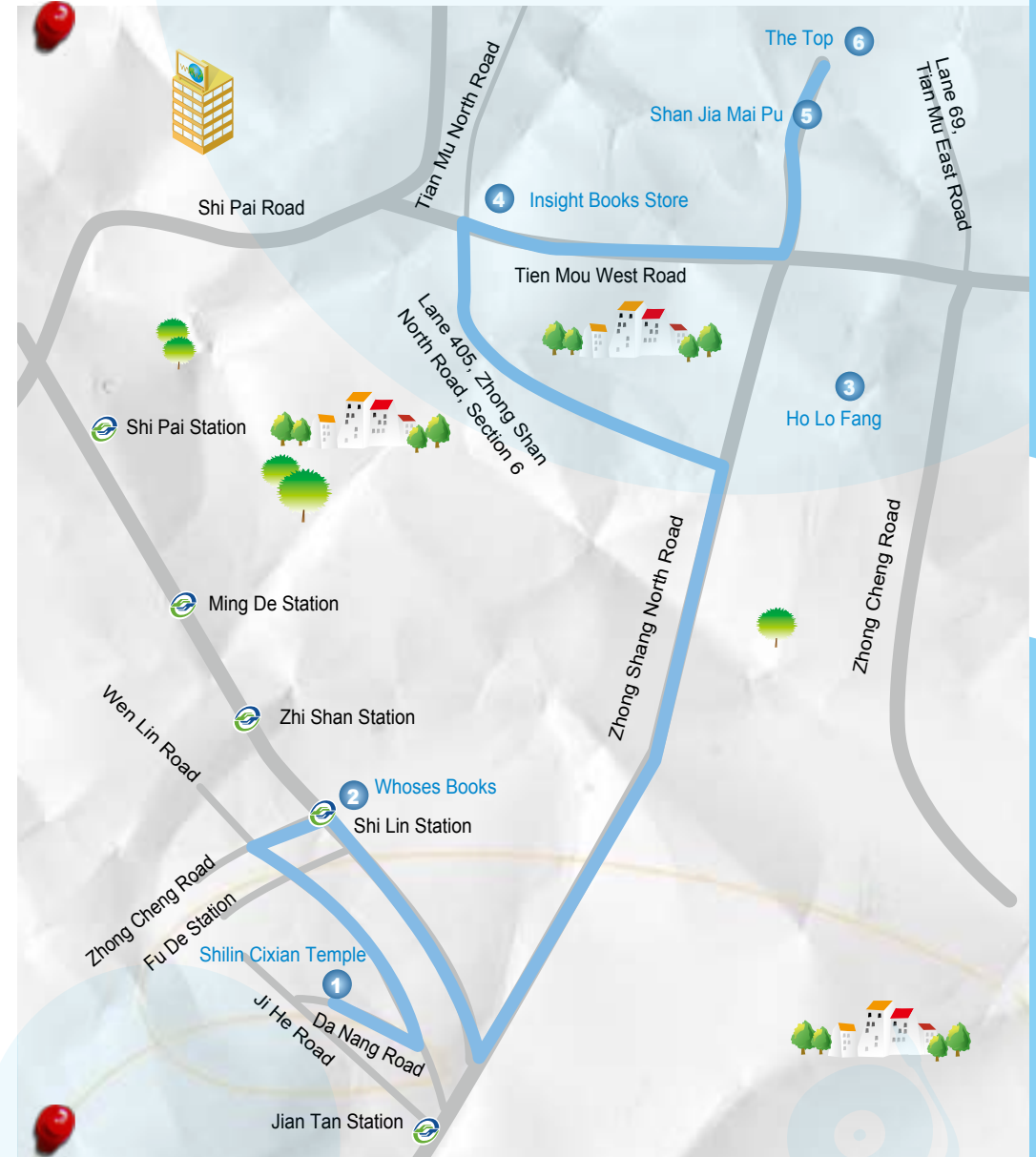
Unique Products : Popular Music; Books Galore



## Half-Day AV Exploration Tour



1. Shilin Cixian Temple (15 mins)→ 2. Whoses Books (1 hr)→ 3. Ho Lo Fang (1 hr)→ 4. Insight Bookstore (1 hr)→ 5. Shan Jia Mai Pu (0.5 hrs)→ Dinner : 6. THE TOP (2 hrs).





## 1 Shilin Cixian Temple

No 84, DaNan Rd, ShiLin District, Taipei City

The Tzu-Hsien Temple, also referred to as the ShiLin Mazu Temple and located within the famous ShiLin Night Market, enshrines the Divine Mother Goddess. It is also the only remaining temple in Taipei with three intact and exquisite theatre stages in front. The green cobble stones extend from the temple to the steps of the stages to retain magnificent grandiosity. When it was built, two master craftsmen were sent from China. They engaged in a carving competition and produced the temple's most lavish and refined carvings.

## 2 Whoses Books

(02)8861-5828

No 44, Lane 235, ZhongZheng Rd, ShiLin District, Taipei City

13 : 00-21 : 00

Set up by a group of book-loving ladies, Whoses Books is a well known chain store for secondhand books in Taipei. "Knowledge Recycled & Reused" is the shop's central philosophy promoting all used books to be re-used while offering a quality shopping environment. Next time when you are in the area, be sure to drop in... surprises await within.

Unique Products : Used Books



## 3 Ho Lo Fang

(02)2873-1167

No 84, Lane 8, TianMu E Rd, ShiLin District, Taipei City

10 : 00-21 : 00

At the entrance to the Ho Lo Fang, the thing that immediately catches the eye is the enchanting and refined theatre stage and the recherché puppets. Dressed in bright colored clothes and 'adorned' with many different facial expressions, the puppets quietly await the arrival of someone who will appreciate their presence. Glove puppets are a collective childhood memory for many people of a certain generation. For those wishing to re-visit that memory, or who simply want to get up close and personal with some glove puppets, the Ho Lo Fang is the place to visit.

Unique Products : Glove Puppets



## 4 Insight Book Store

(02)2876-1861

No 6, Lane 9, TianMu N Rd, ShiLin District, Taipei City

11 : 00-21 : 00

Insight Bookstore is named after a crystal ball as an implicit metaphor that each and every book in the shop is a gem that you need to open your eyes to see. Situated in a TianMu alleyway, set up with desks and chairs, the bookstore holds regular book club sessions to cultivate the habit of reading in the young ones. All the books on the shelves cater to children of all age groups for them to experience the beauty of stories. 'Intelligence-stimulating' and creative handicraft is also sold in the shop and is well suited for the young and old alike.

Unique Products : English Reading Material

## 5 Shan Jia Mai Pu

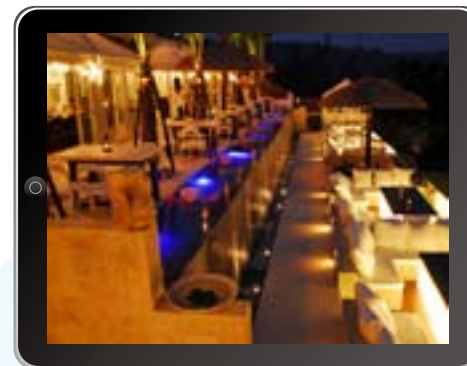
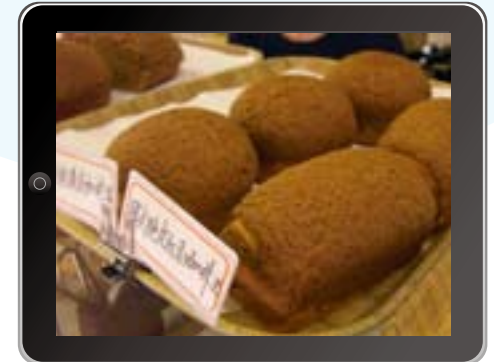
(02)2871-1787

No 178, Sec 7, ZhongShan N Rd, ShiLin District, Taipei City

07 : 20-23 : 20 Closed on Fridays

After the bakery, which had earlier become very popular in the neighborhood of the Chinese Culture University, moved to its current location, it has achieved an even greater following. This is the result of the high quality of ingredients used and the very reasonable prices. The Bakery offers a large variety of bread, with an emphasis on health and the absence of an excess of butter. Their French bread is highly recommended by the bakery staff themselves and has a healthy and chewy texture. Those who prefer East Asian soft bread go for the Korean coffee bread or Japanese mochi bread.

Unique Products : Korean Coffee Bread



## 6 THE TOP

(02)2862-2255

No 33, Alley 4, Lane 61, KaiXuan Rd, BeiTou District, Taipei City

12 : 00-03 : 00

Thanks to 'Idol Dramas' on Taiwan TV -- Down with Love and The Year of Happiness and Love, The Top restaurant, with its delightful and charming atmosphere of Bali, is fast becoming the new hot spot to watch. From here you have a beautiful view of greater Taipei city and can watch a DanShui sunset. The menu has Hong Kong Chinese as well as south East Asian cuisine and a wide selection of combo dishes is available for big groups. Leave the bustling city behind and get away from it all. This is a place where you can truly relax.

Unique Products : H Section: the place where Ella and Yan ChengXu's characters first meet, and the place where YangGuo's mate, YanLin, works



## Half-Day AV Tour



1. Taipei EYE (1 hr)→ 2. MRT Zhong Shan Station Metro Mall Bookshops (1.5 hrs)→ 3. POP Cinema (1 hr)→ 4. Caoly Tea Shop (15 mins)→ Lunch : 5. Manajyoutatsu (2 hrs)→ 6. LinSen Park (10 mins)→ 7. Showtime Cinemas (2 hrs)→ 8. Geow Yong Tea Hong (15 mins).



### 1 Taipei EYE

(02)2591-1834

No 113, Sec 2, ZhongShan N Road, ZhongShan District, Taipei City

10 : 00-21 : 00

Sited in the Taiwan Cement Building, and designed particularly for foreign visitors, TaipeiEYE is the gateway to Chinese traditional performing arts. On the program there are puppet theatre and shadow puppetry and string puppets. Chinese Opera (JinJu), acrobatics, and 'awakening lion' troupes are also on the program to name just a few. Performers walk out into the audience during the intermissions, or before / after the show, to greet and chat to them. Chinese, Japanese and English subtitles are used to bridge the language barriers.

### 2 MRT Zhong Shan Station Metro Mall Bookshops

The Underground between MRT ZhongShan Station and ShuangLian Station on the DanShui Line

The Zhong Shan Station Metro Mall Bookshops as a book street claims to be the world's longest of its kind and offers an immensely wide range of books: autobiographies, encyclopedias, English books, computer books, dictionaries, children's books, any kind of books at all. It is worth noting that all newly published books are marked down by 15% as soon as they are put on the shelves, in a bid to give back to the customer. What a great place to be for a treasure hunt!

### 3 POP Cinema

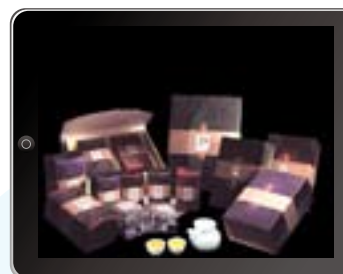
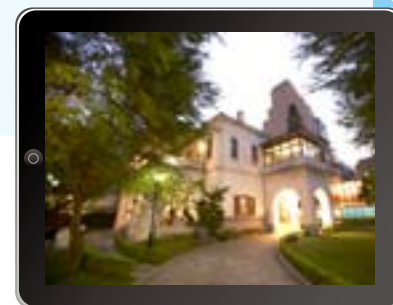
(02)2511-7786-400

No 18, Sec 2, ZhongShan N Road, ZhongShan District, Taipei City

Open Hours 11 : 00-24 : 00 SPOT Cinema 11 : 30 -24 : 00

The desolate building that was once the US consulate has become a new Mecca for art and movie buffs. Help from the heritage revitalization scheme has made it an important stronghold of the local arts scene. The POP Cinema also offers a fine dining experience. The names of the restaurant and of the dishes are imbued with a heavy dose of cinematic presence: Cafe Lumiere and Le Voyage du Ballon Rouge etc. The cinema shows selected movies from many international film festivals. The POP Cinema integrates an historical significance with cinematic visual art content and has become an enchanting and immensely popular locale.

Unique Products : Literary Arts. Cinema



### 4 Caoly Tea Shop

(02)2581-5472

No 154, LinSen N Rd, ZhongShan District, Taipei City

10 : 00-22 : 30

The Caoly Tea Shop treks the high mountains of Taiwan to secure the finest, purest, cleanest and most mellow tea in its best state. High-mountain Oolong, hand-picked at an elevation of 1300 meters and free from any pollution, quietly emits a wonderfully pleasant fragrance. A pot of this tea contains many natural elements that have been captured and compressed for more than 60 years of nurturing in the high plantations. Caoly premium tea is for sharing, and word-of-mouth recommendation consistently boosts long-standing sales.

Unique Products : High Mountain Oolong



## 5 Manajyoutatsu

(02)2537-1951

No 40, Lane 119, LinSen N Rd, ZhongShan District, Taipei City

Weekdays 11 : 30-23 : 00 Holidays 11 : 30-02 : 00

Inheriting 15 years of tradition, Manajyoutatsu obtains top-notch ingredients and turns them into meals that offer a startling sensual and visual feast. This is exactly why a hundred thousand foodies keep coming back. Be it the prime Certified Angus Beef, coupled with truffles, French pate, or Denmark caviar, Manajyoutatsu's unique recipes convey an absolute persistence on ingredient quality, while showing supreme respect for food, ingredients and customers alike.

Unique Products : Prime Certified Angus Beef, Ox Tongue



## 6 LinSen Park

The junction between NanJing E Rd and LinSen N Rd, ZhongShan District, Taipei City

LinSen Park, previously called Park No 14, was a public cemetery during the Japanese occupation and later became a temporary shelter for post-war refugees to Taiwan. The park with its lush green foliage and charming, relaxing, environment is easily accessible on foot and also from a driver friendly underground car park. Normally an ideal place for leisure and sports for residents nearby, the park attracts people from far and wide on holidays. Children and parents can be seen playing together... a heart-warming sight for all.

## 7 Showtime Cinemas

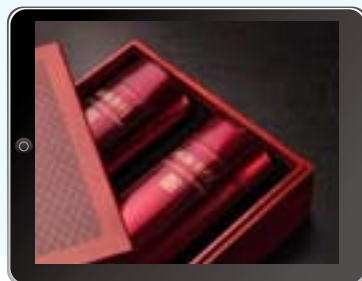
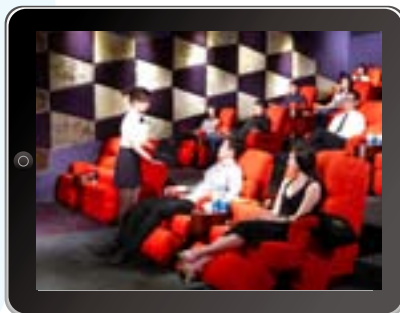
(02)2537-1889

4F, No 247, LinSen N Rd, ZhongShan District, Taipei City

Please contact the cinema directly.

More than 100 million dollars was spent renovating of the Showtime Cinemas complex which is without doubt the new entertainment landmark of Taipei. It is the most self-contained and complete high class commercial and leisure facility in the city. The complex, under the management of a highly trained professional team, has 11 movie theatres complete with the most up to date AV systems. The design of the seating and all customer services is on a par with all international standards to give the audience more than a state-of-the-art cinema experience.

Unique Products : Cinema



## 8 Geow Yong Tea Hong

(02)2562-1999

No 14, ChangChun Rd, ZhongShan District, Taipei City

Monday to Saturday 10 : 30-21 : 30 Sunday 11 : 00-21 : 30

Geow Yong's trademark product is the exclusive Tieguanyin (meaning 'Iron Goddess of Mercy') that is sold on both domestic and international markets. The tea leaves themselves are dark and glossy and produce a bright red - orange brew, with an intoxicating ripe and fruity roasted aroma and a mellow and full-bodied taste that marks the unique 'GuanYin charm'.

Unique Products : Tieguanyin

# Nostalgia TAIPEI

More and more stores keep the warmest reminiscence taste. The hundred years tea art, old flavor, and classic work to pass down the wonderful in your mind. In recent years, pineapple cakes, tea, meat jerky, green bean cake has blended in creative and old time flavor and become popular souvenirs. Read reminiscence Taipei and collect the story of time, while tasting the special kindness.



# Sam, Weng-Hong

Leap through time to fall in love with Taipei

Without a doubt Taipei is a city of fashion with a hundred years of history. Many old buildings in the city have been given new life by culture minded people with fresh ideas and are being turned into great places for just hanging around. Many of the historical stores still shine amongst the sparkling neon lights of today and the old craft and pure taste is still there. These places freeze time and transport you back to the old days. You may have just been enjoying the excitement of a fashion brand shop, and then suddenly be surrounded by a nostalgic atmosphere the moment you step inside the shop next door. Taipei - a place of endless surprises.

Sin Ruei Ma Pineapple cake on Chang Ji Street is an old cake shop with 30 years of history. The main product of course is pineapple cake and tarts. These are popular with celebrities as well as the general consumer. This is especially the case with Auspicious Hazelnut Pineapple Cake. Nuts are rich in unsaturated fatty acid and most beneficial in the prevention of cardiovascular disease. Kuoshifu's Peanut brittle is also very impressive. The flavorsome malts and crispy peanuts are not sticky and you will take one after the other. Then you can visit the Lin Tian Bucket Shop that has a famous reputation in Japan. It uses first grade juniper for its products which are cut, planed, fitted and assembled entirely by hand. Now go to the Nijo-Dori TheIsland.tw Cafe and sing a Green Island Serenade. The renovation of old historical buildings has become very popular recently and an 80 years old Japanese wooden house on the island has been rebuilt and completely restored. The owner, Yung-Nan Chung, is an architect and has converted the house into

a green café in the Kyoto style of long house. There is the occasional photographic exhibition and enjoyable concert held there as well.

I have two ideas for lunch. One is the famous old Chingye Restaurant, and the other is the Hao Ji Dan Zai Mian which is very popular amongst entertainers. Hao Ji's noodle soup is boiled with shrimps and is delicious. In the afternoon, you can visit the old-fashioned Apartment Café. The nostalgic furniture reminds people of the good old days and brings a human touch to fast moving society. After coffee, you can walk to the Florida bakery for a freshly baked loaf. Bread from the Florida bakery was an ultimate happiness when I was a kid. At last, you can rent a delicate Cheongsam from the Hanching Cheongsams Special Store. Many celebrities order their stage clothing here, and the store provides many styles of Cheongsam to make you a star.

Photo provided by NEXT TV



*Profile*

*Sam, Weng-Hong*

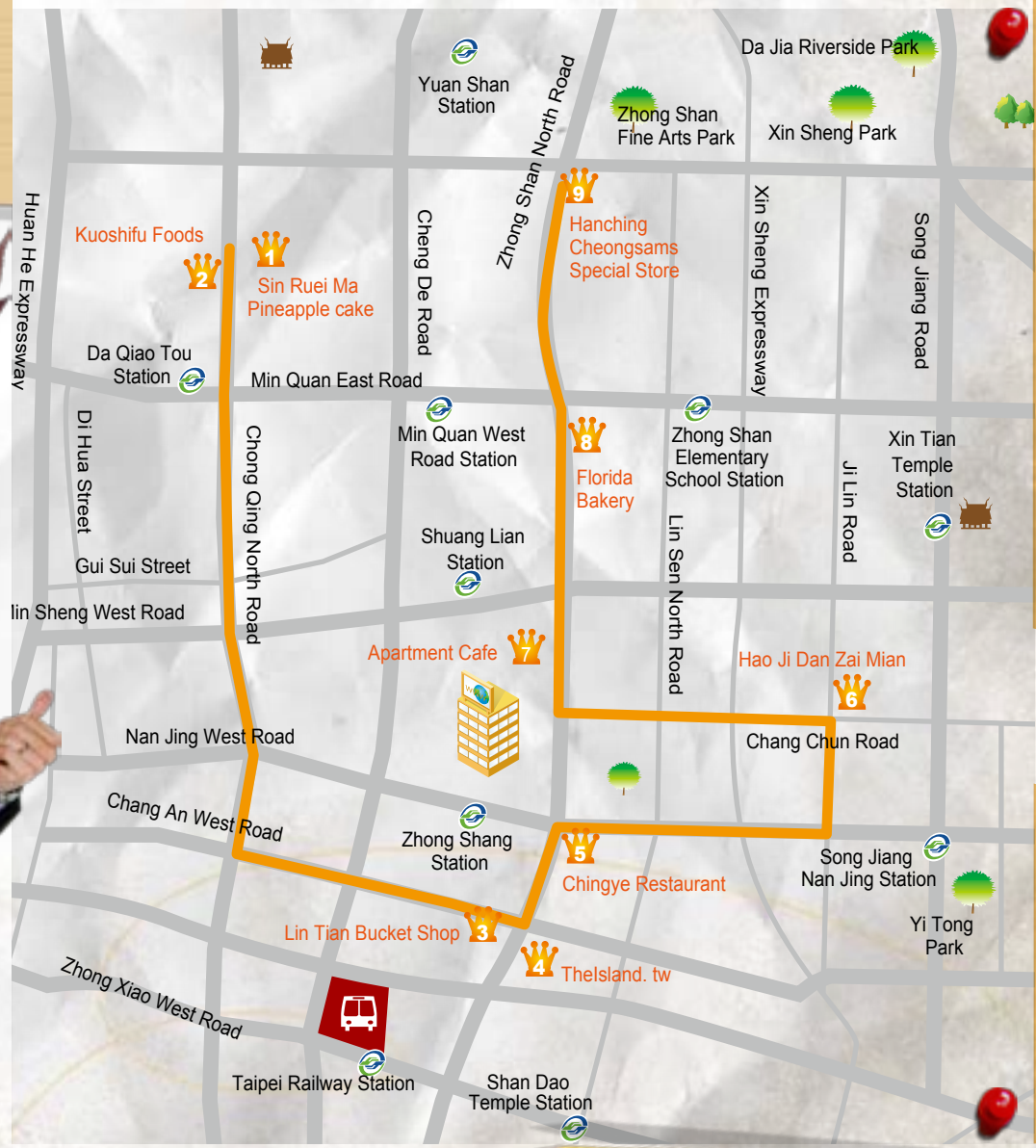
*Anchor at NEXT TV*

*Good at financial management but absolutely willing to spend on travel*

## Celebrity's Nostalgia Private Route: Half Day Tour to Travel Through Time



1. Sin Ruei Ma Pineapple cake (15 mins)→
2. KUOSHIFU Foods (15 mins)→
3. Lin Tian Bucket Shop (15 mins)→
4. TheIsland.tw (1 hr) → Choices for Nostalgic Lunch: 5. Chingye Restaurant/ 6.Hao Ji Dan Zai Mian (2 hrs)→7. Apartment cafe (1 hr) →
8. Florida Bakery (15 mins) →
9. Hanching Cheongsams Special Store (0.5 hrs).(Lunch menu: choice of 2 for this route)



Trendy  
Design  
Creative  
Sight & Sound  
Nostalgia  
Fashion



## 1 Sin Ruei Ma Pineapple cake

☎ (02)2597-8188

🏠 No 100, Changji St, Datong District, Taipei City

🕒 09 : 00-22 : 00

The main product of the long-established Sin Ruei Ma shop is pineapple cakes and other tarts. The vivid packaging in red and gold with large fruit patterns is delightfully old-fashioned. The Sin Ruei Ma cake shop has been patronized by celebrities and other consumers for a very long time, and the "Auspicious Hazelnut Pineapple Cake" is the one and only regimen pineapple cake in the country.

✔ Unique Products : Auspicious Hazelnut Pineapple Cake



## 4 TheIsland.tw

☎ (02)2531-4594

🏠 No 1, Lane 33, Section 1, Zhongshan N Rd, Zhongshan District, Taipei City

🕒 12 : 00-21 : 30

This 85 years old coffee house, originally built by the Japanese, has been delightfully rebuilt. The architect made his design comfortable, practical and blended it into the neighborhood. It is softly powerful and not over resplendent. CIS and the MENU have been created by designer Qing-yang Xiao. A nice cup of iced Roma coffee with fresh lemonade gives you the bittersweet taste of new love. After your first delicious sip, you will realize that the famous Green Island Serenade was originally a love song.

✔ Unique Products : Specially Made: Green Island Serenade, Iced Roma coffee



## 2 KUOSHIFU Foods

☎ (02)2598-7168

🏠 No 76, Section 3, Chongqing N Rd, Datong District, Taipei City

🕒 10 : 00-22 : 00 Closed on Sundays

KUOSHIFU (Master Kuo) insists on using the more expensive peanut variety "Tainan No 11", rather than those from Vietnam or China that are usually seen on the market. These selected peanuts are produced in Yunlin County and are bigger and have a stronger flavor than other peanuts. KUOSHIFU's products feature unskinned peanuts which are more nutritional and healthier. The products are not sticky and are low in sugar content. They don't stick to the fingers or teeth and are most attractive to consumers.

✔ Unique Products : Peanut Brittle



## 3 Lin Tian Bucket Shop

☎ (02)2541-1354

🏠 No 108, Section 1, Zhongshan N Rd, Zhongshan District, Taipei City

🕒 10 : 00-19 : 30

When you pass by the gate of the bucket shop, you will encounter the delightful smell of cut juniper wood. Go in and you will find a wide array of handmade barrels, small steamers, buckets and pails, steamed rice barrels, and even bath tubs, in the store. There is an 80 years old signboard that details the history of the establishment. The old master insists on making every item himself using only the best juniper wood. These buckets and other products are not only beautiful to look at but durable as well. The shop is called "King of Taiwan bucket" in Japan.

✔ Unique Products : Taiwan juniper wood barrels



## 5 Chingye Restaurant

☎ 02-2571-3859

🏠 No 10, Lane 105, Section 1, Zhongshan N Road, Zhongshan District, Taipei City

🕒 11 : 00-14 : 30(last order 14 : 00)

17 : 00-22 : 30(last order 21 : 30)

The chung shan store, run by the well known entertainer Li-Hua Yang, is famous for its congee and side dishes. Ms Yang has introduced many authentic and refined dishes to promote classical Taiwanese cuisine. The diced Gulaorou and streaky pork is salted for two hours, fried green onion and garlic is added and it is then boiled until soft. The nostalgic pork dish is just like your mother made, and very tasty when enjoyed with rice or sweet potato congee.

✔ Unique Products : Pan-Fried Eggs with Dried Radish



## 6 Hao Ji Dan Zai Mian

☎ (02)2521-5999

🏠 No 79, Jilin Road, Zhongshan District, Taipei City

🕒 11 : 00-02 : 00

When you walk into the Hao Ji Dan Zai Mian, the wooden chairs, old-style posters, and nostalgic ornaments will take you back to the 60s and 70s. Dan-tsu noodles is the bestseller, serving 2000 bowls each day. The noodle soup is boiled with shrimps and served with sliced shrimps and meat, worth much more than its price. What's more, Hao Ji offers Taiwanese dishes on a banquet menu for casual gatherings and company occasions. Many celebrities are regular customers here.

✔ Unique Products : Steamed roe crab on glutinous rice cake, Dan-tsu noodles





## 7 Apartment café

☎ (02)2571-0508

🏠 No 21-2, Lane 44, Section 2, Zhongshan N Road, Zhongshan District, Taipei City

🕒 12:00-23:00

The Apartment Café was originally a private house and goes somewhat against tradition in that it is located at the end of an alley. However, the high quality generates a tremendous amount of positive word of mouth and there is never a need to worry about customers. The décor is delicate with black and white photos and paintings hang on the walls, there are also murals by the master's friends. Most lamps, lights and furniture are privately owned antiques and give the space an old-fashioned atmosphere. Some bright windows light the ground floor, making it a best place for an afternoon break. Floor B1 is a reserved area for art activities.

🏷️ Unique Products : Fruit Tea



## 8 Florida Bakery

☎ (02)2594-6923

🏠 No 23-5, Section 3, Zhongshan N Road, Zhongshan District, Taipei City

🕒 06:00-23:00

The Florida Bakery has been established for more than 60 years and has witnessed the historical times of the Japanese colonization, the break up of diplomatic relations between the ROC and the United States, and the US Aid period. The Florida Bakery has accompanied Taipei city over her history. Tasty and crisp, the garlic bread with butter makes your mouth water. The bakery also provides exotic food items such as spaghetti and cheese.

🏷️ Unique Products : Handmade cookies, Garlic Bread with Butter



## 9 Hanching Cheongsams Special Store

☎ (02)2586-6781

🏠 No 53-6, Section 3, Zhongshan N Road, Zhongshan District, Taipei City

🕒 Weekdays 10:00-21:00 Weekends 11:00-20:00

Under western influence, the Cheongsam has been modified to better demonstrate the female form -- "beauty of shape". The changes are more suited to modern times. However, the traditional looks have been maintained while new elements have been added on. The great skill of the master has attracted many celebrities to order their costumes and stage clothes from Hanching. The shop will also rent cheongsams and mandarin jackets for men for those special occasions.

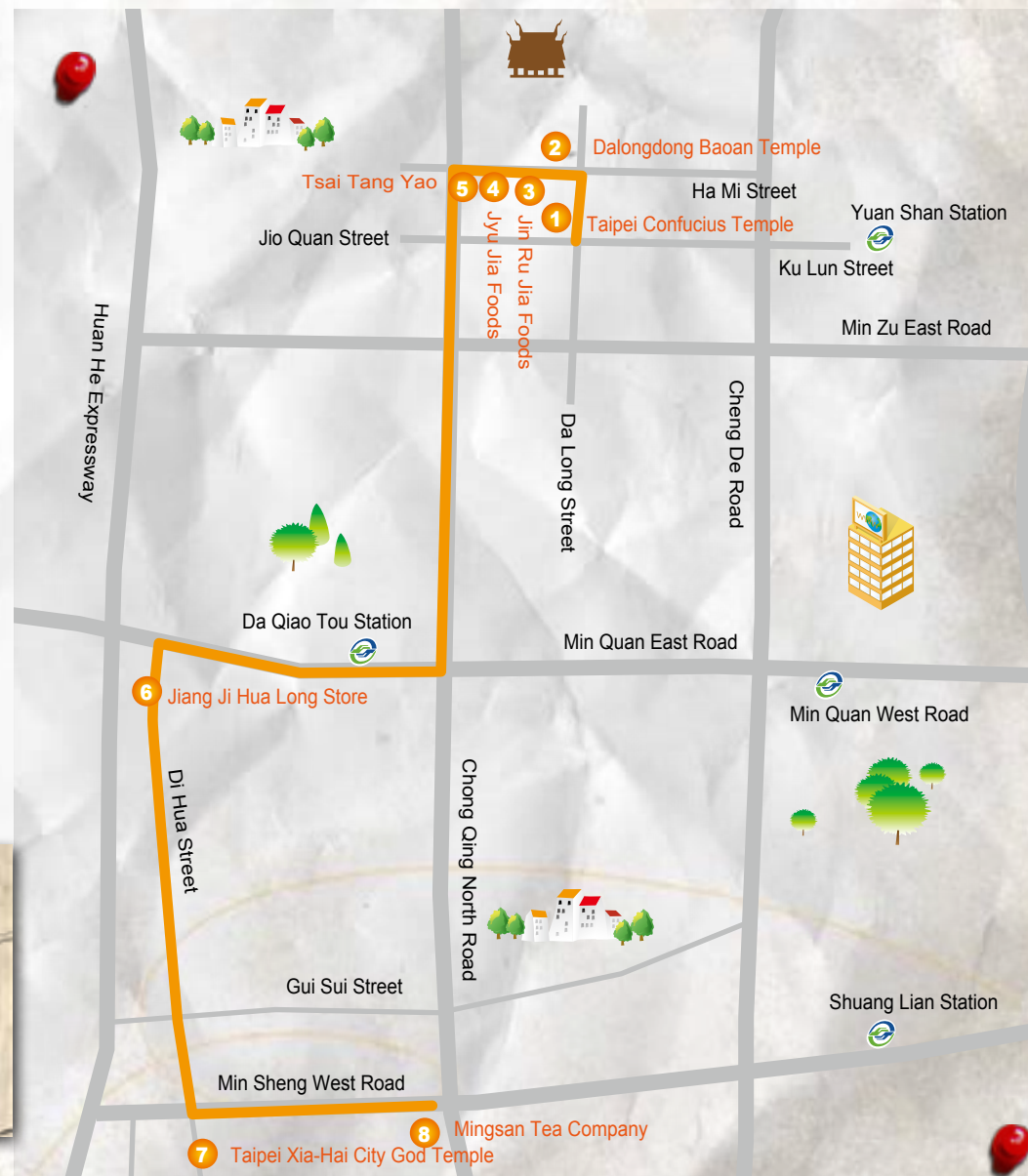
🏷️ Unique Products : Reformed Cheongsam, Tang Suit for men and women



## A half Day Tour to Discover three Lucky Treasures



1. Taipei Confucius Temple for achievement (0.5 hrs) → 2. Dalongdong Baoan Temple for safety (0.5 hrs) → 3. Jin Ru Jia Foods (15 mins) → 4. Jyu Jia Foods (15 mins) → 5. Tsai Tang Yao (15 mins) → 6. Jiang Ji Hua Long Store (15 mins) → 7. Taipei Xia-Hai City God Temple for good destiny (0.5 hrs) → 8. Mingsan Tea Company (15 mins)





## 1 Taipei Confucius Temple

🏠 No 275, Dalong Steet, Datong District, Taipei City

🕒 Tuesday to Saturday 08 : 30-21 : 00 Sunday 08 : 30-17 : 00

Plain and quiet, the Taipei Confucius Temple in Dalongdong is located next to the Baoan Temple and the former site of 44 Kan street. The Confucius ceremony is held twice a year in spring and autumn to offer solemn sacrifices to Confucius and Confucian ancestors.

## 2 Dalongdong Baoan Temple

🏠 No 61, Hami Street Datong District, Taipei City

The Dalongdong Baoan Temple honors Baosheng Dadi, the Emperor of Life Protection, also commonly known as Dadaogong, the Lord of Morality. There are two rather interesting pieces of sculpture to be seen here. The two stone lions at each side of the main central gate are unique. In most temples, the lion has an open mouth and the lioness has her mouth closed. But here, at the Baoan Temple, both animals have open mouths. It has been said this was a mistake by the sculptors, but in any case the lions actually look different from those seen elsewhere. People say they might be considered as "di niou", "di" means the animal of law and "niou" the animal of mercy.



## 3 Jin Ru Jia Foods

☎ (02)2683-1119

🏠 No 69, Hami Street Datong District, Taipei City

🕒 08 : 00-19 : 00

The aroma of freshly baked croissants from the Jin Ru Jia Foods lingers around the Dalongdong area. It is operated by master Fang-Ming Lin of the famous Jin San Xia bakery. With years of experience, the master has remade the traditional single flavored croissant into many with different flavors. Among all products, the gold-ingot-shaped croissants stand out and make the bestseller. The bakery also makes an old-fashioned champion cake to be a great sacrificial offering for the Confucius Temple. Fancy a rich and graceful life? Come visit the Jin Ru Jia Foods!

✔ Unique Products : Golden croissants, champion cake

## 4 Jyu Jia Foods

☎ (02)2585-2567

🏠 No 114, Hami Street Datong District, Taipei City

🕒 09 : 00-20 : 00

Officially registered 50 years ago, the Jyu Jia food store specializes in processed meat. They use the highest quality lean meat only. Their special sausage, which is flavored with a combination of red yeast rice and sorghum, has a unique taste and is a bestseller. Another popular item is lemon flavored dried meat which brilliantly conveys the tastes of salty, sweet and sour to the mouth. This dried meat has been exhibited in Hong Kong and NanJing, selling 660 pounds a day. Jyu Jia's products are amongst the best takeaways for tourists visiting the Confucius and Baoan Temples.

✔ Unique Products : Sausage with red yeast rice and sorghum, lemon flavored dried meat.



## 5 Tsai Tang Yao

☎ (02)2598-0022

🏠 No 111, Hami Street Datong District, Taipei City

🕒 08 : 00-21 : 00

The Tsai Tang Yao takes the lead in the industry and attracts customers with their delicate and delicious handmade cakes. The legendary flavors are created by master Liu who has been baking for 30 years in a relentless pursuit of freshness and originality. The smooth and dense pudding cake with its delicious flavor simply melts in your mouth and it has generated media buzz as a baking classic.

✔ Unique Products : Sun Cake, Pudding Cake



## 6 Jiang Ji Hua Long Store

☎ (02)2552-8327

🏠 No 311, Section 1, Dihua Street Datong District, Taipei City

🕒 Monday to Saturday 08 : 00-20 : 00 Sunday 08 : 00-19 : 00

The 30-year-old Jiang Ji Hua Long Store makes very tasty almond flavored pork paper. Thin and as crisp as a cicada shell, the pork paper is made using homemade soy oil and innovative techniques to make it very thin yet still rich in flavor. All products are handmade and limited in quantity. To ensure the pork paper remains crisp, take the required quantity out of the plastic box only and then cover the box again immediately. It can also be kept in a zip lock bag.

✔ Unique Products : Super thin almond flavored pork paper



## 7 Taipei Xia-Hai City God Temple

🏠 No 61, Section 1, Dihua Street Datong District, Taipei City

This temple was built to honor the golden statue of the Xia-Hai City God, but some other Gods are also worshipped here: Yuelao, the old man under the moon; Qiye and Baye, the Civil and Military Judges, and the God of a thousand hands. Many single men and women come to ask Yuelao to match them with good destiny. It is said that Yuelao often responds and matches thousands of couples every year. People who desire a good relationship could come and give it a try.

## 8 Mingsan Tea Company

☎ (02)2558-5739

🏠 No 3, Lane 70, Section 2, Chongqing N Road, Datong District, Taipei City

🕒 Monday to Saturday 09 : 00-20 : 00 Closed on Sundays

"Taiwan's good tea is in Taipei, and Taipei's good tea is in Da Dao Cheng." The Mingsan Tea Company has tackled the taste buds of every tea expert with its exclusive handmade tea. Just like making a tribute to the royal family, it carefully collects typical tea for the "Biorich Tea-Experience Taiwan Series." With its simple and trendy package design it leads tea-lovers to taste the Osmanthus Oolong Tea of North Taiwan, the Oriental Beauty of the Tao-Chu-Miao area, and the Dong Ding Oolong Tea of middle Taiwan.

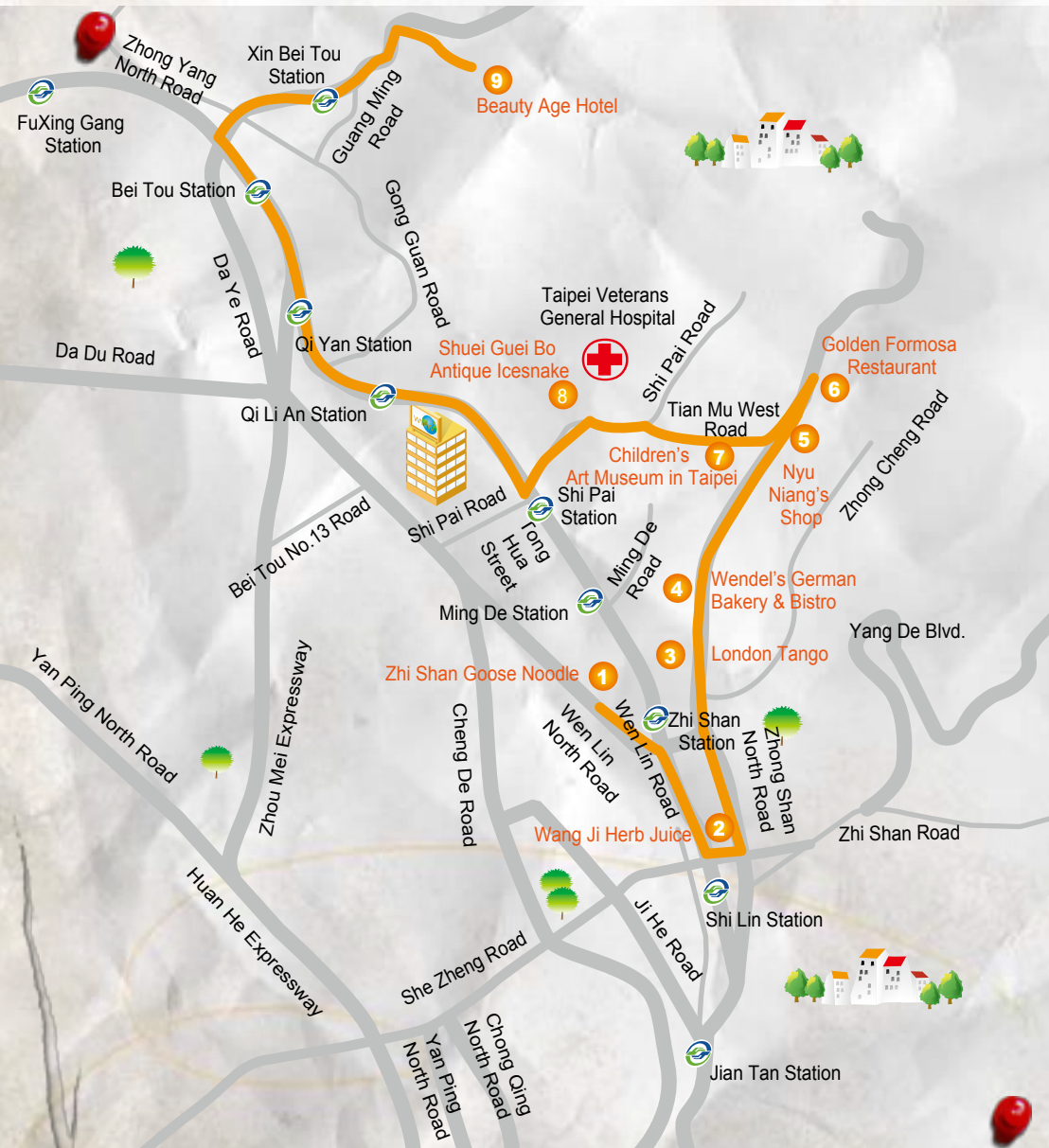
✔ Unique Products : Biorich Tea Experience Taiwan Series





## One day Tour to the Beautiful Old Days

1. Zhi Shan Goose Noodle (0.5 hrs)→ 2. Wang Ji Herb Juice (10 mins) → 3. London Tango (0.5 hrs)→Lunch: 4. Wendel's German Bakery & Bistro (1 hr)/ 5.Nyu Niang's Shop (Red Lantern) (1.5 hrs)/ 6.Golden Formosa Restaurant (1.5 hrs) → 7. Children's Art Museum Taipei (2.5 hrs) → 8. Shuei Guei Bo Antique Icesnake (0.5 hrs)→ 9. Beauty Age Hotel (3 hrs).(Lunch menu: choice of 3 for this route)



### 1 Zhi Shan Goose Noodle

(02)2836-4266

No 95, Dexing W Road, Shilin District, Taipei City

10 : 30-22 : 00

The most popular goose in the store is the white roman from Yunlin. Fresh and soft, the 7.7 lb goose is just perfect for special cuisine. Also, boiled goose soup with chicken bones is well suited for noodles and offers a traditional taste. Come and have goose with side dishes, and the Taiwanese taste will linger on.

Unique Products : Salted goose, 10 dollar braised pork rice, noodles

### 2 Wang Ji Herb Juice

(02)2861-0966

No 44, Danan Road, Shilin District, Taipei City

08 : 00-24 : 00

For almost half of a century, Wang's Herbal Tea at the temple entrance of Shi-Ling market has accompanied many people's growth. The most popular item is the nostalgic herbal tea. Not as sweet and greasy as the commercial drinks, it is quite natural and with a fresh after taste. Don't forget to have some herbal tea to round off your visit to the Shi-Ling market.

Unique Products : Herbal Tea



### 3 London Tango

(02)2834-9115

No 50, Dexing W Road, Shilin District, Taipei City

14 : 00-22 : 00

Free and easy, this stylish clothing store is very unique. There are antiques from many different places amongst simple and cozy décor. A handsome Afghan hound will be your shopping pal! The master, Iven, who lived in London for a while always, selects special goods to make the old-fashioned store a very trendy place.

Unique Products : Nostalgic Antiques





#### 4 Wendel's German Bakery & Bistro

☎ (02)2831-4415  
 🏠 No 5, Dexing W Road, Shilin District, Taipei City  
 ⏰ 07:00-23:00

Wendel's German is a bakery as well as a bistro. Their fresh baked bread is chewy and slightly salty. The bistro offers authentic German cuisine such as sausage and beef stew with red wine and onion, both are featured dishes. People who like German cuisine should give it a try.

📌 Unique Products : Pork knuckle, German sausage



#### 5 Nyu Niang's Shop (Red Lantern)

☎ (02)2874-1981  
 🏠 No 97, Tianmu E Road, Shilin District, Taipei City  
 ⏰ Weekdays 17:00-02:00  
 Weekends 11:30-14:00

As a married wife who cooks for the family, the master opens a nostalgic Taiwanese restaurant Nyu Niang's Shop (Red Lantern) boldly in the exotic Tianmu. The decor, hog house, traditional kitchen, and stone mill are antiques collected by the master. The delicious cuisine attracts many travelers who are away from home. If you fancy a nostalgic taste, Nyu Niang's Shop (Red Lantern) is worth a visit.

📌 Unique Products : Nostalgia Taiwanese Cuisine



#### 6 Golden Formosa Restaurant

☎ (02)2871-1517 (02)2871-1580  
 🏠 No 101, Tianmu E Road, Shilin District, Taipei City  
 ⏰ 11:30-14:00 17:00-21:00

The Golden Formosa Restaurant Taiwanese restaurant is spacious in an integrated style with both traditional and modern senses. Simple, clean and bright, the restaurant elegantly demonstrates a traditional and graceful style. Recommended dishes include Formosa fried spare ribs, bamboo shoots in brown sauce, steamed free-range chicken, and steamed assorted meats in Chinese casserole. It is a great place for authentic Taiwanese food.

📌 Unique Products : Fried spare ribs, steamed free-range chicken, and steamed assorted meats in Chinese casserole, and fried taro fillet



#### 7 Children's Art Museum Taipei

☎ (02)2872-1366  
 🏠 B1, No 20, Lane 50, Tianmu W Road, Shilin District, Taipei City  
 ⏰ 10:00-17:30 Closed on Mondays

Children's Art Museum Taipei is located on Tianmu E Road. There isn't any sign or "museum building" we imagined that we could only follow the house numbers to find it in the most tranquil of residential areas. The museum hopes to lead adults into a children's world of aesthetics to feel the imagination without limit. It is just like traveling through time... back to childhood.



#### 8 Shuei Guei Bo Antique Icesnake

☎ (02)2827-4788  
 🏠 No 8, Lane 75, Section 2, Shipai Road, Beitou District, Taipei City  
 ⏰ 11:30-24:00

Old-fashioned décor and nostalgic toys in the shop remind people of the childhood. With uncle Terrapin's innovations, he adopts his memory of sweets to make his ice. The delights of childhood come back to you in this shop!

📌 Unique Products : Soy jelly with fresh milk, Full moon ice

#### 9 Beauty Age Hotel

☎ (02)2891-2174  
 🏠 No 281, Guangming Road, Beitou District, Taipei City  
 ⏰ Open 24 hours

The Beauty Age Spring resort used to be the "Long Men Grand Hotel" that has an interesting 50 year history. It has been rebuilt in a luxurious European style while retaining all the Japanese interior décor. The open-air hot springs are near the thermal valley and there is a blue sulfur hot spring, a white sulfur hot spring and a cold spring. Visitors can relax in the clean spring water and enjoy a famous Danshui sunset at the same time.

📌 Unique Products : Nostalgic Japanese style hot spring





## Half Day Tour of Nostalgia Days of Different Cultures

1. F.Y Old Tree Cafe (1.5 hrs) → 2. He You Record (0.5 hrs) → 3. JIA XIN FOTO (0.5 hrs) → 4. Astoria Coffee Shop (1 hr) → 5. Syue Wang (Snow King) Ice Cream (0.5 hrs) → 6. Olympia foods (0.5 hrs) → 7. Park Sweet & Sour Soup (20 mins)



### 1 F.Y Old Tree Cafe

☎ (02)2351-6463

🏠 No 60, Section 1, Xinsheng S Road, Zhongzhen District, Taipei City

🕒 10:00-24:00

Get away from the bustling traffic in Chung Hsiao East Road and step into the F.Y Old Tree Cafe. You will suddenly be in a place full of art and humanity atmosphere just like in Vienna. Arm chair reproductions of the Louis XVI style, elegant flowered wallpaper and dimly lit European chandeliers deliver a strong continental feeling. The constant innovation and strict control of ingredients makes the Old Tree baked confection incomparable. The cafe makes the finest and most delicate customized coffee to satisfy all tastes.

✔ Unique Products : Classic Old Tree Coffee

### 2 He You Record

☎ (02)2322-3386

🏠 No 12, Lane 82, Section 1, Bade Road, Zhongzheng District, Taipei City

🕒 10:00-22:00

He You Record has been open for decades. It stocked tapes in the early years and then CDs and DVDs as the music industry evolved. Now it has the latest Blu-ray Discs and even nostalgic Vinyl LPs to offer complete services and choices.

✔ Unique Products : Classic vinyl LPs, Classic Jazz music



### 3 JIA XIN FOTO

☎ (02)2311-5510

🏠 No 2, Yanping S Road, Zhongzheng District, Taipei City

🕒 11:00-21:00 Closed on odd weekends

JIA XIN FOTO has more than 20 years of history, and the shop offers a nostalgia experience with charming hand-feel machinery. Some long-time customers consign cameras to the shop for sale and you may possibly discover something brilliant here.

✔ Unique Products : Second-hand cameras, RF film cameras

### 4 Astoria Coffee Shop

☎ (02)2381-5589

🏠 2F, No 5, Section 1, Wuchang Street Wanhua District, Taipei City

🕒 10:00-22:00

In 1949, an 18-year-old graduate of the Jianguo High School in Taipei and 5 Russians, 36 years older than the graduate, brought the Astoria Coffee Shop from Avenue Joffre, Shanghai, to Wuchang St in Taipei. The delicious Russian dishes and royal desserts have comforted many Russian ex-patriots in Taiwan and have become popular amongst the gourmet nobility. The white Russian soft candy is very chewy and popular. The tender sweet was exclusive to the Russian Emperor and was also one of Madame Fang-liang Chiang's favorites. Once iced, the Russian soft candy has a very different taste and is worth trying.

✔ Unique Products : Russian Soft Candy





101

### 5 Syue Wang (Snow King) Ice Cream

(02)2331-8415

No 65, Section 1, Wuchang Street Wanhua District, Taipei City

12 : 00-22 : 00



The ingredients for this low-fat low-sugar ice cream are all from Italy and it is very healthy and yummy. Syue Wang (Snow King) Ice Cream has been established for 30 years with 73 different flavors of traditional ice cream. Some of the flavors are really surprising. For example, sesame oil chicken soup, pork knuckle, curry and chili are only to be found here.

Unique Products : Salty flavored ice cream



### 6 Olympia foods

(02)2311-0729

No 103, Bo'ai Road, Zhongzheng District, Taipei City

08 : 00-22 : 30

This Bo-Ai flagship prepares braised dishes, Hong Kong dim sum and also provides a whole range of other traditional meals and services. Come and have a snack on your way home and give yourself a treat after a long day at work.

Unique Products : Braised foods, Hong Kong dim sum

### 7 Park Sweet & Sour Soup

(02)2388-1091

No 2, Hengyang Road, Zhongzheng District, Taipei City

10 : 30-20 : 00



Park Sweet & Sour Soup has more than 40 years of history. A small pack of juice for NTD 40 is thirst quenching and is a well established childhood memory of most Taipei Folk. It takes you back through the time tunnel, whether you were eating in or taking out. It is reminiscent of a glass of hot tea at the railway station or a bag of take-outs. The master uses red iron cups to dip the sweet & sour soup, very nostalgic.

Unique Products : Sweet & sour soup

# FASHION TAIPEI

Taipei is like a fashion vending machine. Many international brands and department stores and world famous Michelin restaurants gather here. The W hotel, the favorite one by fashion people and designers, is next to Taipei 101. We also have charming architectures and display arts designed by international masters. All make Taipei full of fashion and charming. Enjoy fashion Taipei, feel the light and shadow, and loosen the wild fashion elements.



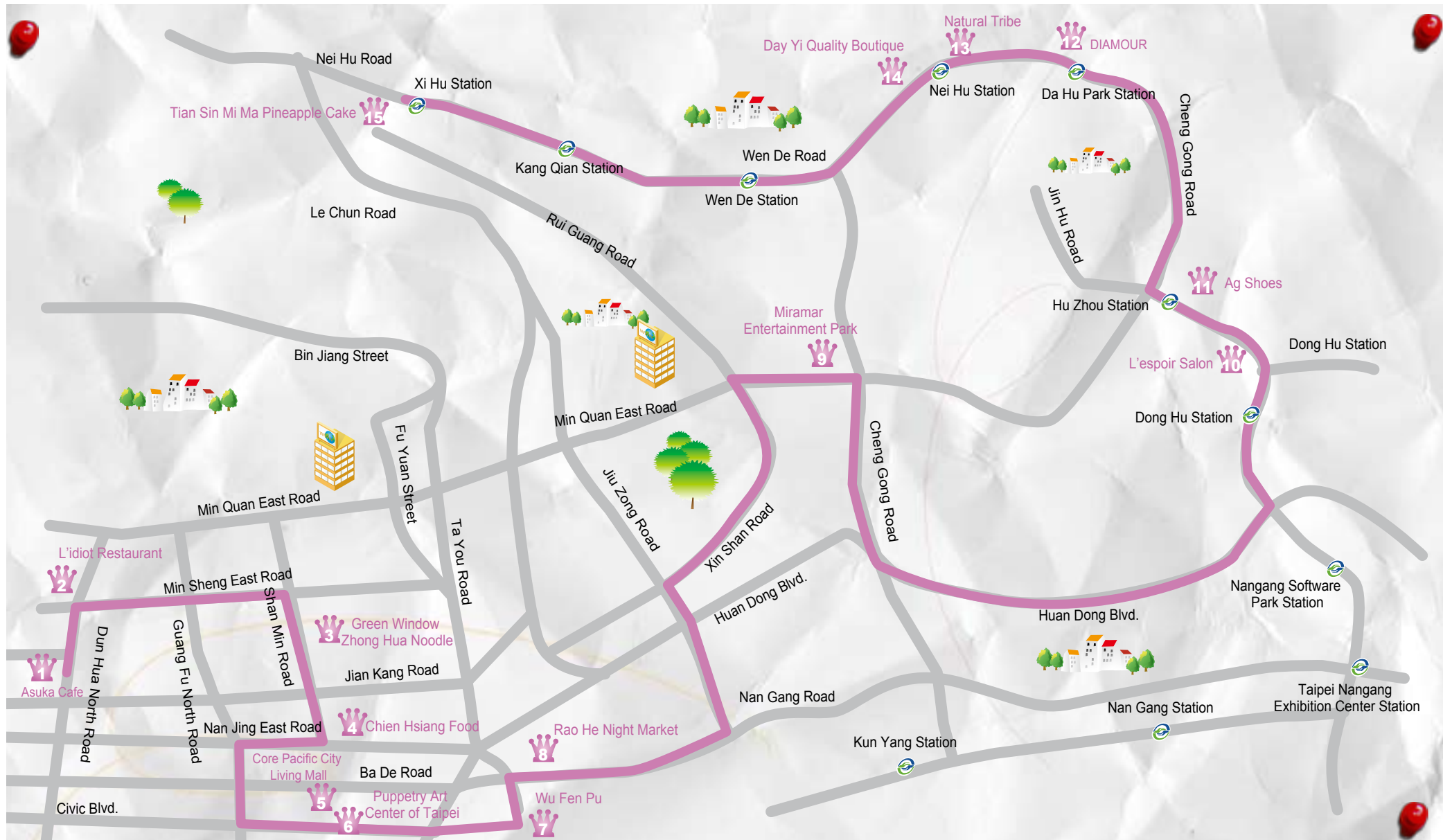


*Craze and Fashion Private One-Day Tour*



Lunch : 1. Asuka Cafe (1 hr)/2. L'IDIOT Restaurant (1 hr)/3. Green Window Zhong Hua Noodle (1 hr)→4. Chein Hsiang Foods (15 mins)→5. Core Pacific City Living Mall (1 hr)→6. Puppetry Art Center of Taipei (0.5 hrs)→7. Wu Fen Pu (1.5 hrs)→8. Rao He Night Market (1 hr)→9. Miramar Entertainment Park (1 hr)→

10.L'espoir Salon (1 hr)→11.Ag Shoes(15 mins)→12. Diamour (15 mins)→13. Natural Tribe (15 mins)→14. Day Yi Quality Boutique (15 mins)→15. Tian Sin Mi Ma Pineapple Cake (15 mins)(lunch menu - choice of 3 for this route)





Profile

Phoebe Yuan  
 The Taiwanese "University" show can make you famous  
 A long-legged beauty  
 A regular member of the Taiwanese "Celebrity Imitated Show"  
 The hostess of "Start! Game Party" and "Apple E-news"



# Phoebe Yuan

Taipei fulfills all my needs. I can satisfy my thirst for shopping and relax in the shopping districts of Taipei. Taipei is just like a treasure island and can provide you with everything you need from cosmetics to clothes. People can hardly resist the many temptations of the city. You will probably spend a lot of money. The shopping districts are like windows into the outside world that show you the latest fashion from places like Paris, Japan and the US. They also simply make the shopper happy.

Those who love Japanese food can enjoy a fine lunch at Asuka Cafe. In these economically depressed times the restaurant provides delicious dishes, including Japanese-styled set meals, salmon fried rice, Sakura shourimp fried rice and Japanese fried udon noodles, at very reasonable prices that range from NT\$100 to NT\$240. They also have a lounge bar.

You can also enjoy Japanese dishes, such as ramen and barbecue, at the Green Window Zhong Hua Noodle.

If I work late I often have brunch at L'IDIOT. In addition to their fabulous brunch I suggest you have some tiramisu. The restaurant offers a casual and enjoyable atmosphere where the customers can relax.

Chien Hsiang's thick-sliced sweet jerky has a sweet flavor and firm chewiness.

After buying gifts for your friends, visit the Taipei Puppetry Art Center near the Core Pacific City Living Mall, where different forms of traditional Taiwan glove puppet shows are held. You can also see the instruments that are played during the shows, or see how the puppets are made and actually play with the puppet yourself!

Enjoy shopping at the Core Pacific City Living Mall or Wu Fen Pu before you go to the Taipei Rao He Night Market for snacks. The IMAX cinema at the Miramar Entertainment Park is also a place that you don't want to miss. Get a new hairstyle at l'espoir in the evening for the next round of your shopping tour – start by buying a pair of shoes at Ag Shoes. If you like jewelry, don't forget to visit DIAMOUR, where professional jewelry appraisers will offer their advice. Visit Day Yi for Korean style clothing. Natural Tribe Outdoors provides you with clothes that are both functional and fashionable. And while you are in Neihsu, don't forget to try some pineapple cakes from Tian Sin Mi Ma Pineapple Cake. They are quite different from the traditional ones and you don't have to worry about the calories while you enjoy these delicious treats.

Courtesy of Gin Star Entertainment



## Asuka Cafe

(02)2514-0007  
 No. 16, Lane 120, Dunhua North Road, Songshan District, Taipei City  
 11:30-14:00 17:00-22:00

Located in a quiet spot in the busy Dunhua North Road Lane 120, the modern and trendy Asuka is managed by a chef that has over 10 years restaurant experience in Japan. Using the freshest ingredients, he creates colorful and delectable dishes. The romantic Lounge Bar is located on the B1 floor. Designed with a partial open concept, it is a great place to dine and relax after a busy day at work.

Unique Products : Assorted sashimi

## L' IDIOT Restaurant

(02)2545-6966  
 No. 156, Section 3, Minsheng East Road, Songshan District, Taipei City  
 Weekdays 11:30-22:00  
 Weekends and holidays 10:00-22:00

Step into L'Idiot and the décor marks the beginning of an amazing dining experience. Here, every detail is looked after with care and attention. Using the freshest and seasonal ingredients, our delectable creations elevate brunch to a new level. Our friendly and casual staff will make sure that your order turns out exactly the way you like it. Every bite will bring you moments of joy and happiness!

Unique Products : Smoked Salmon Eggs Benedict



### 3 Green Window Zhong Hua Noodle

(02)2769-4014  
 No. 137, Yanshou Street, Songshan District, Taipei City  
 11 : 30-21 : 00

Green Window is a specialty noodle store that has been around for 20 years. Whether it is noodles, meat skewers or appetizer dishes, only the healthiest quality ingredients are used. Private rooms are available for family functions and get together among friends. Conveniently located near Jien Kan Public school parking lot. Meat skewers is also a specialty at this restaurant. Ingredients are fresh and the special chef sauce is made in-house. Skewers are cooked in high heat and open flame, leaving your taste buds wanting more! Box lunches are available and the menu is updated with new creations on a regular basis depending on availability of seasonal ingredients.

Unique Products : Ramen, meat skewers



### 4 Chien Hsiang Foods

(02)2768-3243  
 No. 281, Section 5, Nanjing East Road, Songshan District, Taipei City  
 09 : 00-22 : 00

Chien Hsiang has dominated the market for its pork jerky and Rou Song (pork floss). The Rou Song is made right before your eyes, with the aroma spreading an entire block and a taste that is unforgettable. Their famous special pork jerky is a new creation from traditional flavor and texture, while the traditional thick pork jerky is roasted fresh every day. Open a package and indulge in the aroma of smoke and pork. Sink your teeth into the 0.5cm thick pork jerky and let the honey sweet flavor linger in your mouth. Take the first bite and you will want more!

Unique Products : Honey pork jerky, Rou Song (pork floss)



### 5 Core Pacific City Living Mall

(02)3762-1888  
 No. 138, Section 4, Bade Road, Songshan District, Taipei City  
 Monday to Thursday 11 : 00-21 : 30  
 Friday, Saturday, Sunday and holidays 11 : 00-22 : 30

Located on Bade Road in Taipei and occupying 205,000 square meters with an outdoor square of 4,000 square meters, the Core Pacific City Living Mall takes on an unusual L-shape architecture. A large ball-like statue rests in the middle of the square, symbolizing the traditional Chinese expression of "two dragons embracing the pearl".

Unique Products : department store



### 6 Puppetry Art Center of Taipei

(02)2558-9553  
 2nd Floor, No. 99, Section 5, Civic Boulevard, Songshan District, Taipei City  
 10 : 00-17 : 00 Closed on Mondays

Our motto at the Puppetry Art Center of Taipei is "for the love of creativity, for the love of puppetry". There are four areas in the building for you to explore: Hand Puppet Area, String Puppet Area, Shadow Puppet Area and Discovery Area. Attend one of our Do-It-Yourself Puppetry Classes, and explore the history and development of both traditional and modern puppetry of Taiwan. Here, students learn to use materials available from everyday life to make their own hand puppets, shadow puppets and marionettes. Uniting Eastern and Western art of puppetry while connecting the traditional and modern styles, the Puppetry Art Centre of Taipei is a fun and excellent place to meet new friends from all over the world while learning and having fun with this art form.

### 7 Wu Fen Pu

Lane 149, Songshan Road, Songshan District, Taipei City  
 12 : 00-24 : 00 Personal shoppers should avoid Mondays when vendors stock inventory

Wu Fen Pu is the largest fashion distribution center in Taipei. Product sources come from all over Taiwan, as well as from Hong Kong, Thailand, Korea and Singapore. This is a major attraction for young people who are looking for great value and trendy clothes. With an abundance of selection of different designs and great prices, you can easily create your own fashion-forward styles. When you're in the mood for shopping and don't want to break the bank, Wu Fen Pu is the perfect destination.

### 8 Rao He Night Market

Rao He Street, Songshan District, Taipei City  
 17 : 00-24 : 00

The Rao He Night Market is a large night market with hundreds of food vendors. Here, you will find an enormous selection of different finger foods, or xiaochi, including Fu Chao pepper cake, beef noodle soup, herbal rib stew, spicy stinky tofu, seasoned crab, stir-fried crab legs, mango, strawberry and kiwi shaved ice desserts, and roasted potatoes. Each vendor has his own specialty and all the stands are always crowded. You will also find many stores offering quality fashion at affordable prices, with products ranging from hats to shoes to handbags. Even the most avid shopper will be lost in this shoppers' heaven.

### 9 Miramar Entertainment Park

(02)2175-3456  
 No. 99, Section 6, Minquan East Road, Neihu District, Taipei City  
 Monday to Thursday 11 : 00-21 : 30 Friday and Saturday 11 : 00-24 : 00

When Miramar Entertainment Park opened in 2004, it featured northern Taiwan's largest (and Taiwan's second largest) Ferris wheel. Equipped with large IMAX movie theatre on 6th to 8th floors, this is a great place for weekend visit and entertainment.

Unique Products : Ferris wheel, IMAX theatre





## 10 l'Espoir Salon

-  (02)2630-5979
-  2nd Floor, No. 174, Section 3, Kangning Road, Neihu District, Taipei City
-  10 : 00-22 : 00

Enter into the modern, professional hair salon. L'Espoir Hair Salon represents new hope. All our guests who come here find themselves leaving with a modern and confident hairstyle. This is a reflection of our management philosophy, where our passion drives perfection.

 Unique Products : Hair cutting and design, perms



## 13 Natural Tribe





-  (02)8791-6869
-  No. 228, Section 4, Chenggong Road, Neihu District, Taipei City
-  11 : 00-22 : 00

The Natural Tribe store is decorated with all authentic wood materials and specializes in outdoor gear. Come and be pampered in an environment with wood essential oils, as though you are participating in a refreshing and therapeutic forest bathing. Our friendly and professional staff, who are also outdoor fanatics, will provide you with current trends in the world of outdoor living and travel.

 Unique Products : AIGLE



## 11 Ag Shoes

-  (02)2633-3242
-  No. 4, Lane 75, Section 3, Kangning Road, Neihu District, Taipei City
-  Weekdays 11 : 00-21 : 00
-  Weekends 13 : 00-21 : 00

AG Shoes features many products, including handbags, shoes and retro-style luggage, that are specially selected by our owner who has years of export experience. We offer special limited edition style shoes and leather products for the vast majority of shoppers, especially the ladies. AG Shoes meets all your leather goods needs.

 Unique Products : Genuine leather luggage



## 12 Diamour

-  (02)2633-2600
-  No. 2, Lane 420, Section 5, Chenggong Road, Neihu District, Taipei City
-  11 : 00-20 : 00

The name "Diamour" comes from uniting the words "diamond" and "love". Let your love for each other be joined together by the sparkling diamond ring. Our professional appraisers and designers will help make your purchase a beautiful and unforgettable experience.

 Unique Products : Diamond jewelry



## 15 Tian Sin Mi Ma Pineapple Cake

-  (02)2656-2620
-  No. 18, Section 1, Lane 120, Neihu Road, Neihu District, Taipei City
-  Monday to Saturday 09 : 30-20 : 00 Closed on Sundays

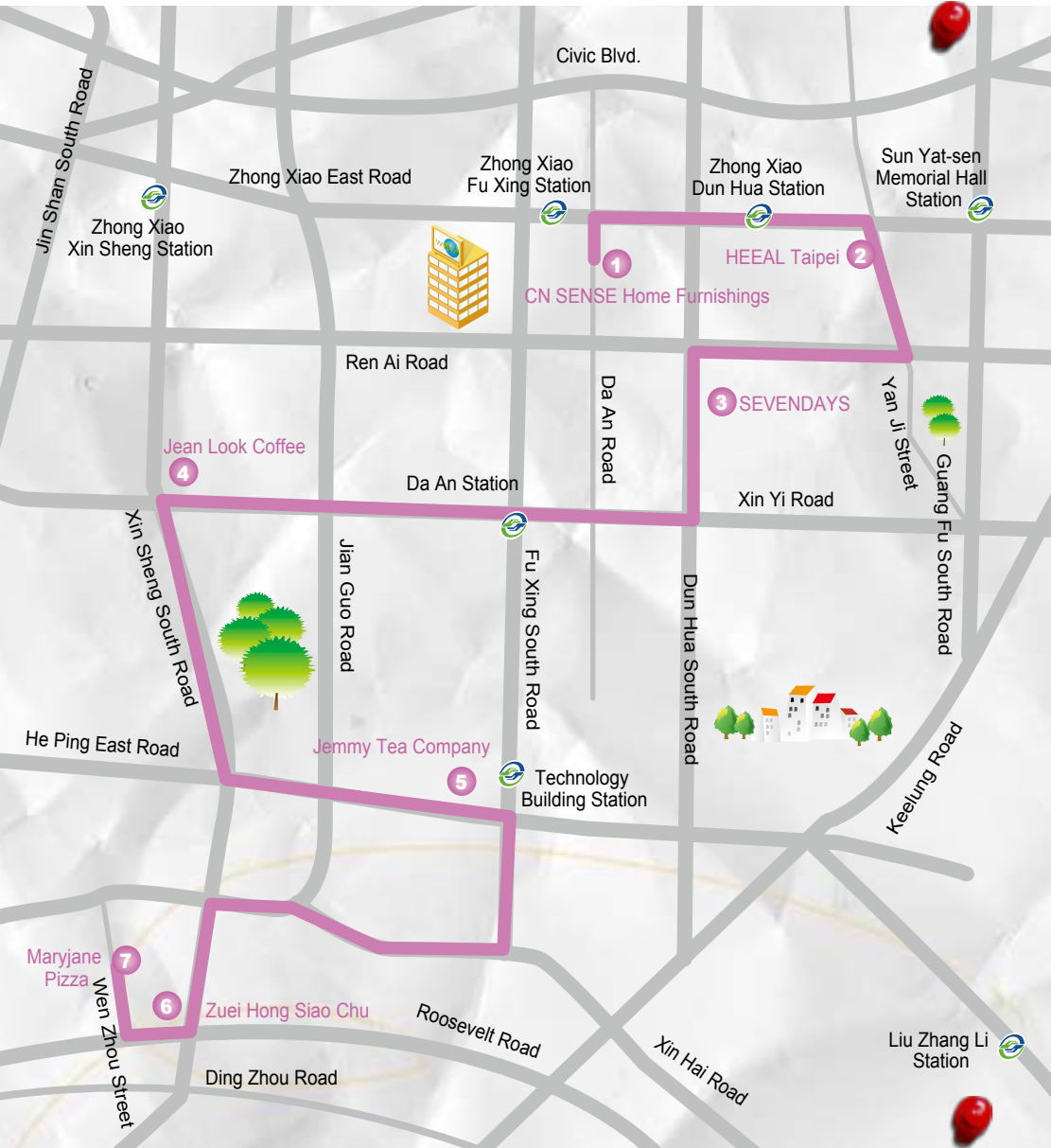
Honey Sweet creates different varieties of pineapple cake from the traditional pineapple cake so that everyone can find their perfect cake. Among them is the sugar-free pineapple cake that is suitable for people with diabetes. Even though the market for this type of pineapple cake is limited, we believe that everyone should have the opportunity to enjoy this tasty snack. Our Second Generation Pineapple Cake is made from 100% Taiwan pineapple. Hand cooked for three hours with no artificial additives, this pineapple cake stands out from the rest in the market, so we call it "Second Generation".

 Unique Products : Pineapple Cake



## Peak of the Times One-Day Tour

1. CN SENSE (1 hr)→2. HEEAL Taipei (0.5 hr)→3. SEVENDAYS (0.5 hrs)→4. Jean Look Coffee (1 hr)→5. Jemmy Tea Company (0.5 hrs)→Dinner : 6. Zuei Hong Siao Chu (1.5hrs )/7. Maryjane Pizza (1.5 hrs) (dinner menu - choice of 2 for this route)



### 1 CN SENSE Home Furnishings

☎ (02)2772-1009  
 🏠 No. 10, Lane 10, Section 1, Da'an Road, Da'an District, Taipei City  
 ⏰ 11 : 00-21 : 00



Looking for unique and special home furniture? Come to CN Sense and you will find the newest and modern European styles. Because of our enormous and amazing collection, we are the store of choice for many celebrities and famous women. Amy Sun is a frequent visitor who likes to shop for neo-classical furniture. Our inventory is replenished every three months and 90% of them are imported from Europe, from countries like France, England, Holland, Germany and Italy. This vast selection allows our consumer to have countless choices to furnish the home of their dreams.

✔ Unique Products : Modern neo-classical furnishings

### 2 HEEAL Taipei

☎ (02)2781-5341  
 🏠 No. 5, Lane 248, Section 4, Zhongxiao East Road, Da'an District, Taipei City  
 ⏰ 11 : 00-21 : 00



Walk into HEEAL Taipei and enter into a world of gothic romance decorated with elegance and distressed wood accents. Each pair of high-heeled footwear is like shining jewels quietly waiting to be discovered. HEEAL's unique sequential hand-dyeing technique gives each pair of shoe a unique personality. Whether it is wrinkled leather goods, or detailed shoe design, you will be impressed with our incredible shoemaking quality.

✔ Unique Products : Fashion men's and women's shoes, handbags, leatherwear

### 3 SEVENDAYS

☎ (02)2707-8820  
 🏠 No. 287, Section 1, Dunhua South Road, Da'an District, Taipei City  
 ⏰ 10 : 30-20 : 00

SevenDays is a private label as well as a distributor for international brand names for men's and women's clothing. Our name describes our desire to provide clothing for every day, every occasion and every season. Let SevenDays fashion help you fully express your unique personality and style.

✔ Unique Products : private label fashion





### 4 Jean Look Coffee Da'an Store

☎ (02)2708-9828  
 🏠 No. 1, Lane 165, Section 1, Sinsheng South Road, Da'an District, Taipei City  
 🕒 12:00-22:00

Jean Look Coffee utilizes a small scale roasting technique and supplies specialty coffee for many venues. All our coffee beans are kept on the shelf for only seven days to ensure freshness. Our professional baristas are happy to demonstrate the art of coffee-making. All our desserts and appetizers are made in-house and are a great companion to your favorite cup of coffee.

🏷️ Unique Products : Hand brewed coffee

### 6 Zuei Hong Siao Chu

☎ (02)2363-7060  
 🏠 No. 6, Lane 333, Section 3, Roosevelt Road, Da'an District, Taipei City  
 🕒 11:00-14:00, 17:00-21:00

Zuei Hong Siao Chu is a fusion of country style and Eastern serenity. Relax in the relaxing atmosphere while you dine with your friends and family. Some of our famous dishes include the tofu beef stew, a dish that was often ordered by the late Kung Te-Cheng and his students.

🏷️ Unique Products : Fried egg with fish sauce, tofu beef stew



### 5 Jemmy Tea Company

☎ (02)2701-7608  
 🏠 No. 193, Section 2, Heping East Road, Da'an District, Taipei City  
 🕒 Monday to Friday 08:30-20:00  
 Saturday 08:30-18:00

Jemmy Tea Company strives to provide top quality, affordable tea products and excellent customer service. Bringing Chinese and Western culture together, and using the best freshness-preserving technology, taste the difference in our teas. We are devoted to promoting Taiwan's tea culture and welcome visitors to discover their own preferences and tastes for tea.

🏷️ Unique Products : Eastern Beauty Tea



### 7 Maryjane Pizza

☎ (02)23695333  
 🏠 No. 89, Wenzhou Street, Da'an District, Taipei City  
 🕒 12:00-23:00

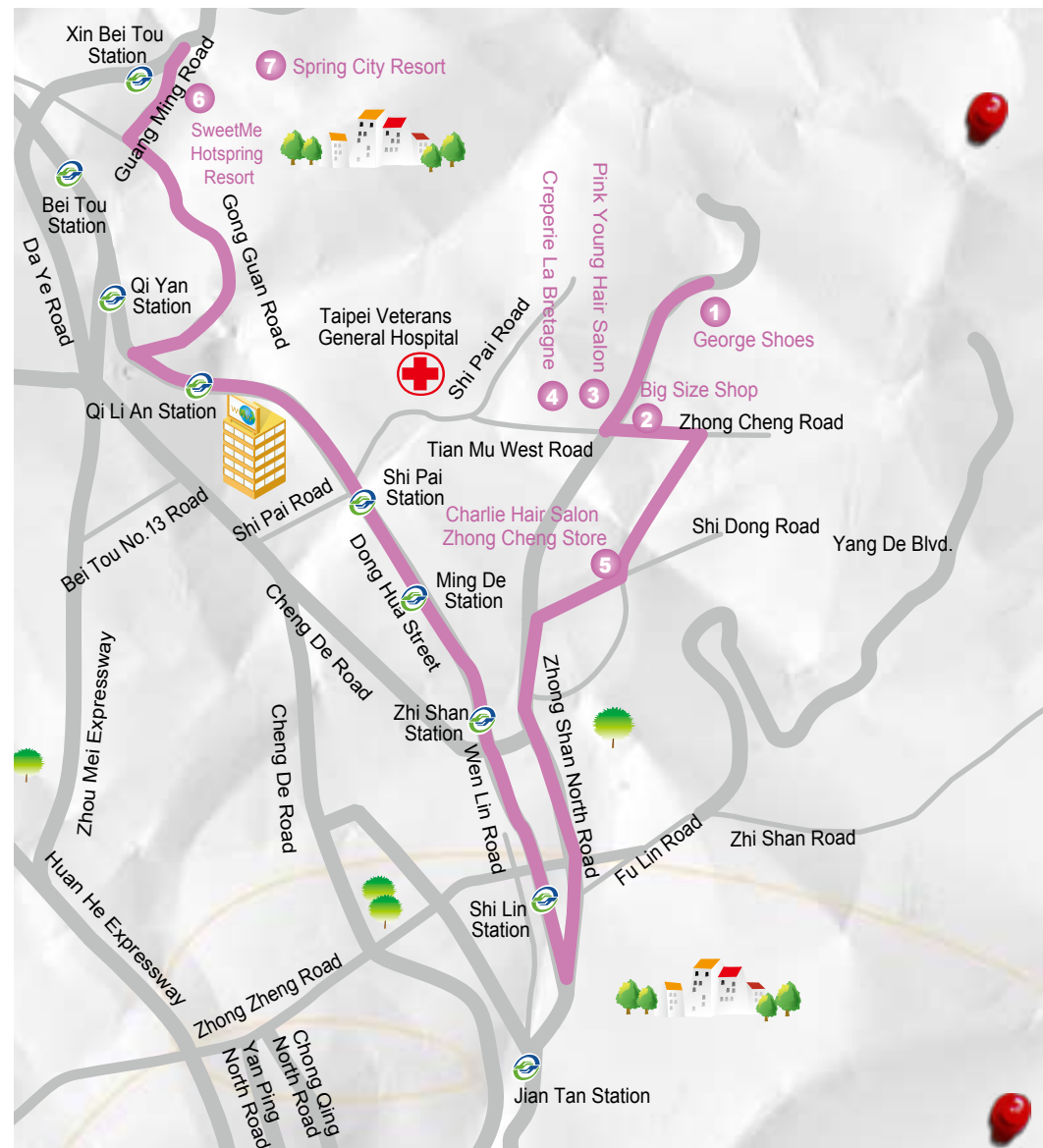
Unlike many pizza chains that serve thick crust pizza, MaryJane's pizza is famous for its thin crust. During meal time, the restaurant looks like a mini UN, where students from all over the world visit and dine. We use only high quality ingredients and fresh vegetables, and our most famous pizza is the Maryjane - Extra Kind, made with fresh pesto, mushroom and bacon. Truly tasty and has a high CP value.

🏷️ Unique Products : Maryjane - Extra Kind



## Fashion One-Day Tour

1. George Shoes (0.5 hr)→2. Big Size Shop (1 hr)→Hair Salon Option 1 : 3. Pink Young Hair Salon (1 hr)→4. Creperie la Bretagne (1 hr)→Hair Salon Option 2 : 5. Charle Hair Salon (1 hr)→6. SweetMe Hot Springs Resort (2 hrs)→Dinner 7. Spring City Resort (2 hrs)(Select one of two Hair Salon options)



## George Shoes

☎ (02)2871-4988

🏠 No. 84, Section 7, Zhongshan North Road, Shilin District, Taipei City

🕒 10:00-22:00

George Shoes is a half-century old, famous shoe retailer. The owner, Hsieh Ching Guang, is a distinguished student of the number one shoemaker Wang Shi Tiao. Many dignitaries, presidents past (Chiang Kai-shek) and celebrities, come to George Shoes to have custom fitted shoes that are hand made and tailored to their size and preference. Our shoes are known for their quality and durability and we have a wide selection of styles, including leather shoes, leisure shoes and sandals. We also provide orthotic insoles for those that are interested.

📌 Unique Products : Men's shoes



## Big Size Shop

☎ (02) 2874-6639

🏠 B1 Floor, No. 24, Section 7, Zhongshan North Road, Shilin District, Taipei City

🕒 Weekdays 13:00-22:00 Weekends 11:00-22:00

Opened 20 years ago, Big Size Shop has collaborated with many Taiwan suppliers to develop fashion for plus sizes. We provide a wide range of products, ranging from imported fashions to export European styles. Because of this, we attract many loyal customers and we are known for our impeccable reputation as a quality retail store in Tianmu.

📌 Unique Products : Plus size fashion



## Pink Young Hair Salon

☎ (02)2873-8883

🏠 No. 6, Alley 4, Lane 5, Tianmu West Road, Shilin District, Taipei City

🕒 09:00-21:00

Looking from the outside, you can already tell that the owner of this hair salon wants to give it the look of a refreshing Cafe. One of the most interesting features is the outdoor children's playground. While the kids are having a great time outdoors, mom can comfortably enjoy a professional hairstyling. This is definitely the hair salon for the busy mother!

📌 Unique Products : Outdoor children's playground



## Creperie la Bretagne

☎ (02) 2874-9922

🏠 No. 15, Lane 5, Tianmu West Road, Shilin District, Taipei City

🕒 11:30-21:00

In full French country style, Creperie la Bretagne introduces northern France's galette buckwheat pancake that is both nutritious and tasty. Crepes are dessert pancakes that can be soft or crispy. One of the favorites on our crepes menu is the crepe with strawberries and a scoop of ice cream, finished with condensed milk drizzled on top. A bit of sour tangy taste followed by sweet indulgence is a luxury for your taste buds.

📌 Unique Products : Strawberry crepe with condensed milk and ice cream



## Charlie Hair Salon Zhong Cheng Store

☎ (02) 2835-7744

🏠 2nd Floor, No. 136, Shidong Road, Shilin District, Taipei City

🕒 10:00-20:30

This cozy hair salon with Japanese style décor is located across from the Tianmu Dayeh-Takashimaya Department Store. As part of the Charlie Salon experience, our guests not only receive a beautiful hair cut or styling, we also offer scalp analysis service where our professional staff utilizes SIG system to assess the condition and maintenance for a healthy scalp.

📌 Unique Products : Japanese style hair salon



## SweetMe Hotspring Resort

☎ (02)2898-3838

🏠 No. 224, Guangming Road, Beitou District, Taipei City

🕒 08:00-24:00

SweetMe Hotspring Resort, a new concept body and soul sulfur spa, is located near the Da-Tuen Mountains, next to the abundant sulfur springs. Services offered include green sulfur foot bath, white sulfur hydrotherapy and the popular European cold bath massage. Restaurant is open for lunch and dinner, serving Chinese and Japanese cuisines. Ingredients and cooking style are designed to enhance health and nurture the body. Seasonal health beverages are also available.

📌 Unique Products : Cold Spring pools, exclusive nutritional and healthy cuisine



## Spring City Resort

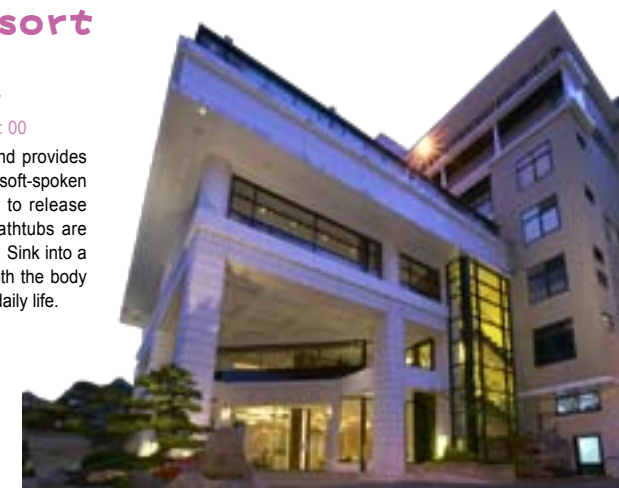
☎ (02)2897-5555

🏠 No. 18, Youya Road, Beitou District, Taipei City

🕒 Open all year round, Outdoor Spa 09:00-22:00

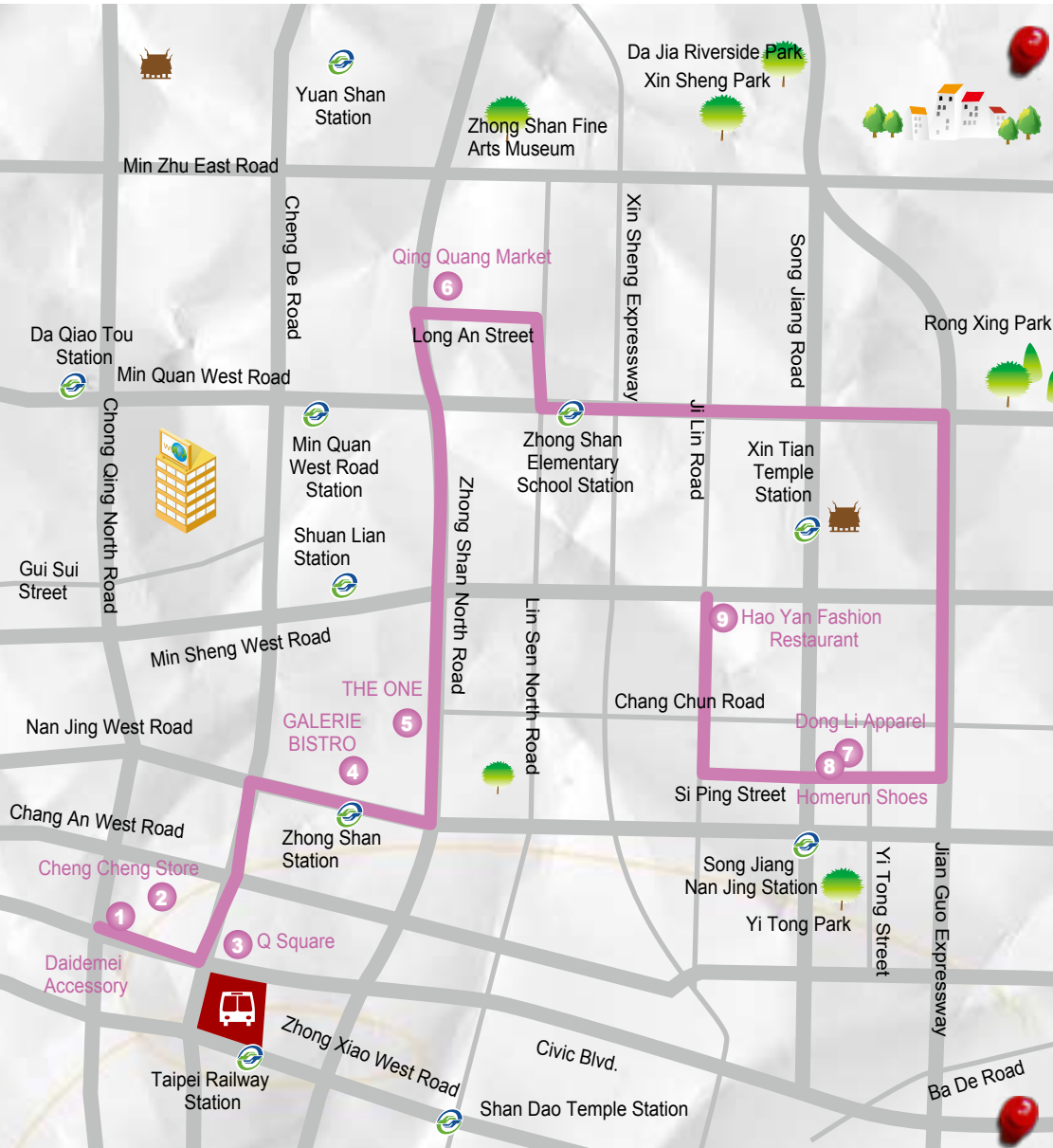
Spring City Resort is located in the green valley and provides five-star service in a relaxing environment. With a soft-spoken elegance and neo-classic décor, this is the place to release yourself from the concrete jungle. Guest room bathtubs are made from Guan-Yin stone and Red Cypress wood. Sink into a relaxing sulfur bath to increase metabolism and sooth the body and soul, and release the body from the stresses of daily life.

📌 Unique Products : Guanyin stone and cypress wood bath tub



# Hunt for Trendsetters – One-Day Tour

1. Daidemei Accessory (1 hr)→2. Cheng Cheng Store (1 hr)→3.Q square (2 hrs)→ Afternoon Tea Option 1 : 4.GALERIE Bistro(1.5 hrs)→Afternoon Tea Option 2 : 5.The One(1.5 hrs)→6. Qing Quang Market (1 hr)→7. Dong Li Apparel (15 mins)→8. Homerun Shoes (0.5 hrs)→9. Hao Yan Fashion Restaurant (2 hrs) (afternoon tea menu - choice of 2 for this route)



## 1 Daidemei Accessory

- ☎ (02)2555-6758
- 🏠 No. 1-1, Section 1, Chongqing North Road, Datong District, Taipei City
- 🕒 Monday to Saturday 10:00-21:00 Sunday 10:30-21:00

Daidemei Accessory is a members-only store that has a wide selection of fashion accessories at prices that are significantly lower than retail. At least half of the products are imported from countries like Japan and Korea. Main floor retail space features the newest fashion earrings, necklaces, hair clips, rings and other accessories. The second floor displays many do-it-yourself products as well as sleep wear. Third floor feature daily use miscellaneous products. Every two or three days some of our products are sold out. The price is 50% off retail, member price is 20% off.

✔ Unique Products : Nail products, Japanese beauty accessories



## 2 Cheng Cheng Store

- ☎ (02)2555-1108
- 🏠 No. 191, Huayin Street, datong District, Taipei City
- 🕒 Monday-Saturday 10:00-20:30 Sunday 10:00-19:30

We have a full selection of jewellery accessories and daily use products from Japan. Main floor showroom features fine accessories and scarves; second and third floors showcase lifestyle and daily use products, undergarments, baby products, home décor and cosmetics. Enjoy life and enjoy shopping at Cheng Cheng.

✔ Unique Products : Lifestyle accessories



## 3 Q square

- ☎ (02)2182-8888
- 🏠 No. 1, Section 1 Chengde Road, Datong District, Taipei City
- 🕒 11:00-21:30

The first stop after work for the Taipei worker is the Q Square. This new concept shopping center unites fashion, green and technology in one location, addressing the modern day needs for dining, fashion, fun and play. Featuring many exotic cuisines in our specialty restaurants, we are strategically located near the Taipei Train Station and are a central meeting place for many.

✔ Unique Products : premium shopping, dining





## 4 GALERIE BISTRO

☎ (02)2558-0096

🏠 No. 2, Lane 25, Nanjing West Road, Datong District, Taipei City

🕒 11 : 30-22 : 00 Closed on Mondays

Walking by this traditional 60s house with Japanese architecture, it is easy to miss this quietly elegant eatery, featuring Baroque-style exterior and a small flower garden. Enter in and you will be pleasantly surprised by its elegant, modern interior. Restaurant specializes in European style cuisine in a casual dining atmosphere.

✔ Unique Products : Crepes



## 5 THE ONE

☎ (02)2536-3090

🏠 No. 30, Section 2 Zhongshan North Road, Zhongshan District, Taipei City

🕒 11 : 30-21 : 30

Surrounded by rich cultural colors, The One is located in the midst of Camphor trees, on the cultural and tree-lined strip of Zhongshan North Road Section 2. Enjoy browsing through the main floor custom products. Savor afternoon tea with your favorite healthy light dessert on the second floor. The third floor is a dining space where you can share your cultural and lifestyle ideas.

✔ Unique Products : Designer diningware



## 6 Qing Quang Market

🏠 Corner of Nong'an Street and Zhongshan North Road, Zhongshan District, Taipei City

During the 1950s and 1960s, when the US military base resided in Taiwan, Qing Quang Market was the center for imported products. Half a century later, it is still a preferred shopping place for many citizens. Vegetable stands and food vendors are mixed in with fashion and jewelry stores, creating the unique characteristic of the Qing Quang Market. Also surrounding the market are many well-known food vendors that have been there for years.

## 7 Dong Li Apparel

☎ (02)2503-8922

🏠 No. 85, Siping Street, Zhongshan District, Taipei City

🕒 12 : 00-20 : 30

Our designs are modern and energetic! With a wide selection of styles, your shopping experience will be fun and exciting. We have the most current fashions and evening and party wear and offer alteration service. The quality is comparable to those in department stores. At a price of NT\$3000 - \$4000, you can easily afford your favorite party or banquet outfit!

✔ Unique Products : Banquet and Party wear



## 8 Homerun Shoes

☎ (02)2501-8531

🏠 No. 83, Siping Street, Zhongshan District, Taipei City

🕒 11 : 00-20 : 00

With decades of shoe experience, Homerun Shoes boasts a shoe selection that suits customers ages one to 100. We are the shoe store for your whole family, where you can find quality products at affordable prices and enjoy impeccable after-sales service. The majority of our inventory are ladies' shoes, including the day-to-day styles and high boots, high heel shoes, height-enhancing shoes and even the recently popular ballroom dancing shoes.

✔ Unique Products : Women's shoes, ballroom dancing shoes



## 9 Hao Yen Fashion Restaurant

☎ (02)2563-7168

🏠 No. 125-3, Jilin Road, Zhongshan District, Taipei City

🕒 10 : 00-22 : 00

Where do you find the newest trendsetting Chinese cuisine at amazingly affordable prices? Here, at Hau Yen Restaurant!

We have combined Japanese, Sichuan, Jiangsu and Zhejiang, Taiwanese district cuisines to form new creative dishes! Each member of our culinary team specializes in different areas, including food carving and presentation, and we always use fresh ingredients, comparable to those in 5-Star hotels!

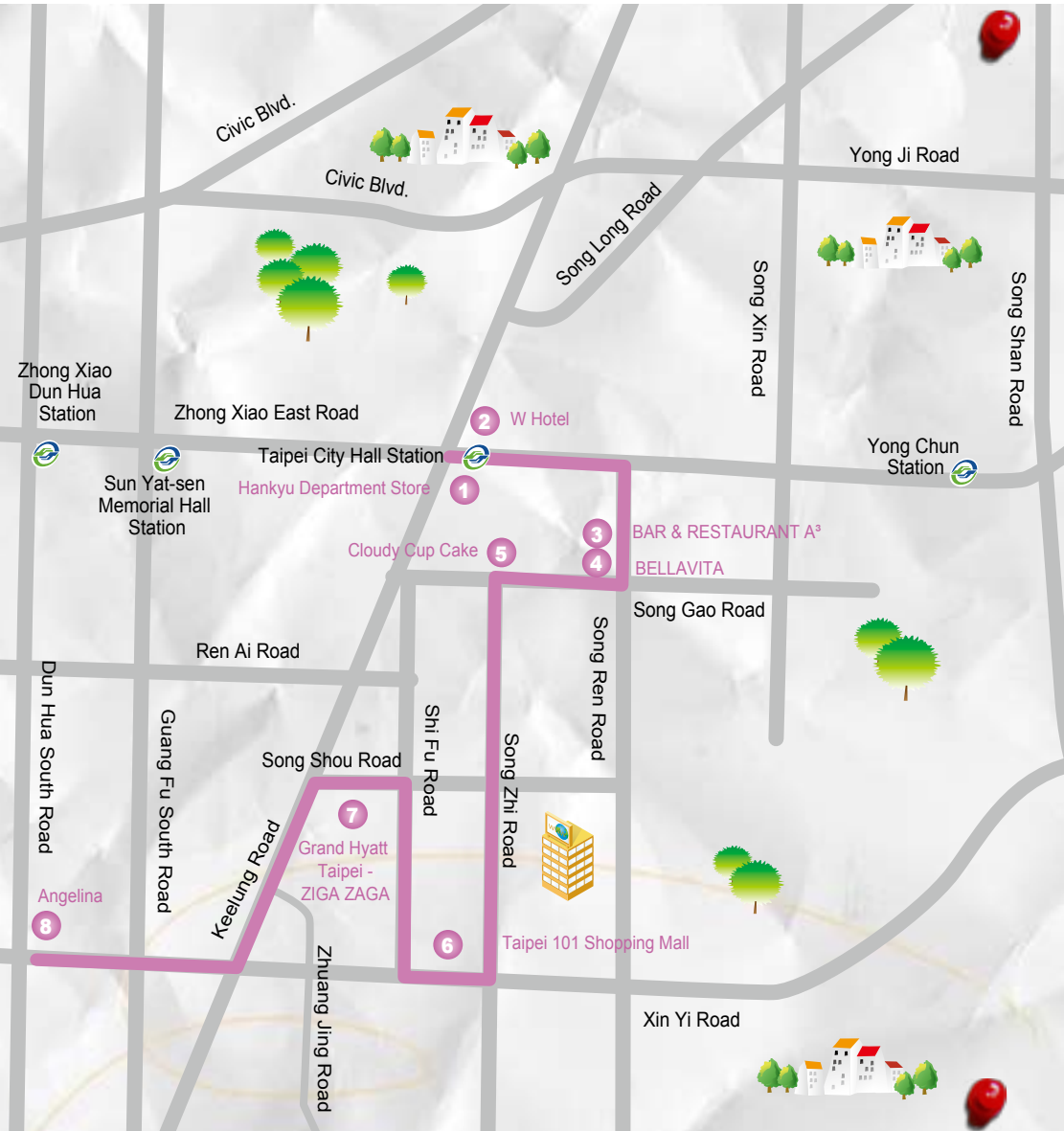
✔ Unique Products : Pickled Vegetable and Sliced Pork Hot Pot, Champagne Ribs, French Style Eel with Cheese, Pepper Chicken



# My Fair Lady – One-Day Tour



1. Hankyu Department Store (1 hr)→ Lunch Option 1 : 2.W Hotel (1.5 hrs)→ Lunch Option 2 : 3.BAR & RESTAURANT A<sup>3</sup> (1 hr)→4.BELLAVITA(2 hrs)→5. Cloudy Cup Cake (0.5 hrs)→6. Taipei 101 Shopping Mall (1 hr)→7 Grand Hyatt Taipei -ZIGA ZAGA(1 hr)→8. Angelina (15 mins) (lunch menu: choice of 2 for this route)



## Hankyu Department Store

(02)2729-9699  
 No. 8, Section 5, Zhongxiao East Road, Xinyi District, Taipei City  
 Weekdays 11:00-21:30 Weekends 11:00-22:00

Hankyu Department Store adopts Japanese technology, management style and product selection, and is also known as the beautiful department store. From the B2 floor to the 7th floor, each level has its own theme, such as fine foods, current trends, cosmetics, leisure, fashion and products for the home. With a wide selection from dining to lifestyle products, this is a place you'll want to come back to.

Unique Products : Japanese department store

## W Hotel

(02)7703-8888  
 No. 10, Section 5, Zhongxiao East Road, Xinyi District, Taipei City  
 24 hours

W Hotel Taipei is situated on the most beautiful corner in Xinyi District, and is surrounded by natural elements and modern landmarks. Here is where the foremost trends, the hustle and bustle of business and brilliant nightlife converge. Each of our 405 guest rooms feature ultramodern décor with bold and creative interior designs, and views that show you much more than a glimpse of the vibrant Taipei City.

Unique Products : Modern international hotel

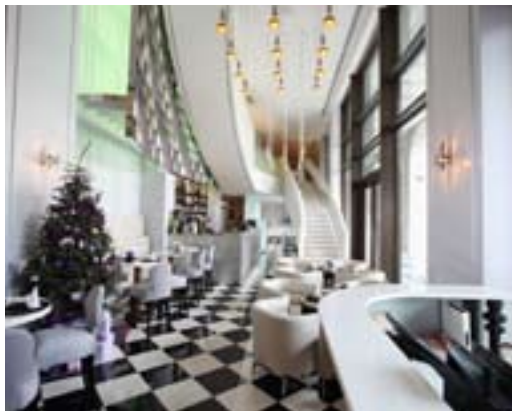


### 3 BAR & RESTAURANT A<sup>3</sup>

☎ (02)8729-2866  
 🏠 No. 28, Songren Road, Xinyi District, Taipei City  
 🕒 07:30 - 00:30

BAR & RESTAURANT A<sup>3</sup> Originally a Cafe, we became a trendsetter in food and drink by offering food and wine pairing as well as a dining lounge. Come for a different afternoon tea experience, and relax with your favorite drink while you savor delicate and delectable finger-size snacks. For dinner, indulge in exquisite food and wine pairing while enjoying the sparkling wall of lights.

🚩 Unique Products : Couples' Classic Tea Set, Moroccan Barbeque, Black Angus boneless beef ribs



### 6 Taipei 101 Shopping Mall

☎ 0800-000-101  
 🏠 No. 45, Shifu Road, Xinyi District, Taipei City  
 🕒 10:00-21:00

At Taipei 101, the 89th floor is the viewing floor and the 91st floor, symbolizing the window to the future, is the outdoor viewing platform. Be impressed by the spacious shopping levels, and enjoy your shopping and audiovisual experience under the extra tall ceilings. Shopping is no longer a stressful and crowded experience, but a luxurious and relaxing past time.

🚩 Unique Products : Viewing Platform



### 7 Grand Hyatt Taipei -ZIGA ZAGA

☎ (02)2720-1200  
 🏠 2nd Floor, No. 2, Songshou Road, Xinyi District, Taipei City  
 🕒 Tuesday to Saturday 18:00-21:30  
 Closed on Sundays and Mondays

Ziga Zaga, a leader in modern dining and interior design, specializes in southern Italian cuisine and features live band performance and set DJ. Our chef recommends "Charcoal grilled double rib eye steak with seafood, vegetables and stir-fried spinach". This surf and turf comes with a juicy 3cm thick rib eye steak, paired with fresh scallops and shrimp. Those who love steak and seafood will not be disappointed.

🚩 Unique Products : Southern Italian Cuisine



### 5 Cloudy Cup Cake

☎ (02)2706-7061  
 🏠 B2 Floor of Eslite Bookstore, No. 11, Songgao Road, Xinyi District, Taipei City  
 🕒 11:00-22:00

"Creativity, beauty and natural taste" is the motto of Cloudy Cup Cake. Every cupcake is made with passion and masterful skill. Taking a simple cupcake, we transform it into many modern varieties, with designs and tastes that will truly amaze you.

🚩 Unique Products : Blueberry Queen, Sunshine Orange



### 4 BELLAVITA

☎ (02)8729-2771  
 🏠 No. 28, Songren Road, Xinyi District, Taipei City  
 🕒 Sunday to Thursday 10:30-22:00  
 Holidays and eves 10:30-22:30

Visiting Bellavita is like visiting European metropolis. We want to enhance your elegant lifestyle and create a space that nurtures the artistic and culture. Here, you will find cuisines from different parts of the world, including Italian and French. Shop for the newest fashions from Europe, USA and Japan, all right here in Bellavita. This is the destination for the special individual with distinctive taste and style.

🚩 Unique Products : Premium shopping



### 8 Angelina

☎ (02)2706-7061  
 🏠 No. 149, Section 4, Xinyi Road, Xinyi District, Taipei City  
 🕒 11:00-23:00

Walk into Angelina bakery and you are entering into a European style shop decorated with antique furniture and elegance. Beautiful chandeliers highlight orderly displays of mouthwatering breads and elaborate array of pastries. This little shop attracts many faithful bread lovers. Our most popular choices are the organic rose cheese bread and the famous Ritana.

🚩 Unique Products : Ritana, Brown Rice Soya Bread, Black Cherry Brownie



## Store Principles of Integrity

- 1 Store personnel should be sincere and quick to serve customers and create a comfortable dining environment.
- 2 Stores should clearly know all origins of product supplies, and establish a monitoring system to ensure product quality.
- 3 Foods and products provided should conform to related sanitary and safety regulations.
- 4 Stores should be honest to every customer and clearly mark prices and policy of service fees.
- 5 Stores should provide complete systems of reservation, demands and supplies, and billing.
- 6 Stores should provide clear and accurate receipts, listing product names, types, prices, or service items.
- 7 Stores should provide employees specialized training and guidance with integrity.
- 8 Stores should have means to collect consumer feedback and set up complaint handling system to deal with customer complaints quickly.
- 9 Stores should clearly show policies of refund, exchange and after-sales service.
- 10 During the purchasing process, stores should secure personal information of customers.

Department of Government Ethics, Taipei City Government  
 TEL : 1999#1743  
 Website : <http://www.cgc.taipei.gov.tw>



If there is any change of information or not in accordance with the actual situation, follow the information announced by the shop owners.



**Special thanks to all shops in Taipei City who have kindly accepted our interviews and provided information.**

Distribution Organization : Taipei City Office of Commerce

Address : No 1, Shifu Road, Xin Yi District, Taipei City

Taipei City Citizen Hotline : 1999 (Outside Taipei, please dial 02-27208889)

Distribution Planning : Great Knowledge & Strategy Co., Ltd.

Distribution Date : April 2012

Advertisement



