

A shoppers' paradise

With the Shanghai Shopping Festival in full swing, now is time to grab some bargains, Xu Junqian reports.

With the arrival of the Shanghai Shopping Festival (running until Oct 7), many department stores and malls in the city have taken advantage of the occasion to hold activities and promotions to attract customers. According to organizers, 500 activities will be held in 18 districts across the city over the 28 days of the event. Here are some of the more interesting ones. Meanwhile, outlets in these areas have plenty of bargains on offer during the festival.

1. Nanjing Road East

Nanjing Road shopping street is described as a must-visit destination in almost every Shanghai city travel guide. After being transformed into a pedestrian mall in 1999, this kilometer-long street has become a shopping paradise with a huge variety of stores, from luxury brand-name boutiques and fashion houses to more affordable products and plenty of bargains. It is also in one of the city's most historical districts, which makes it home to a number of century-old purveyors of jewelry, Traditional Chinese Medicine products and handicrafts.

Promotion: Household Electric Appliance Festival — until Oct 7
Transportation: Metro line 2, 10

2. Huaihai Road

Huaihai Road is sometimes compared to New York's Fifth Avenue, Paris' Champ Elysees and Tokyo's Ginza. While it is up to you to decide if it fits in with this exclusive company, this attractive boulevard, lined with lush phoenix trees, does maintain an historical and elegant air with its high-end boutiques, European brand-name stores, trendy restaurants and up-market shopping malls.

Promotion: Say why you love Huaihai Road and receive a special gift — Sept 30-Oct 7
Transportation: Metro line 1, 10

3. Nanjing Road West

Nanjing Road West is the hub of fashion and luxury brands in Shanghai, boasting hundreds of international brand names that many shoppers would die for. Three luxury malls stand out among the plethora of shopping distractions on Nanjing Road West: Plaza 66, one of Shanghai's biggest shopping malls; Citic Square and Westgate Mall. Along this narrow thoroughfare you can find the world's largest Mont Blanc store and Gucci's flagship store. After a busy day of shopping, head to In Point Mall for delicious local snack foods.

Transportation: Metro line 2

4. Xujiahui

Xujiahui's commercial center is a diverse shopping hub, suitable for young people and families. Apart

from the area's landmark building, the up-market Grand Gateway Mall and a few other well-known stores, the area also includes Pacific Digital Plaza, which offers a large selection of international and domestic brand computers, accessories, computer games and MP3 players, among other products. A few blocks from the plaza are popular furniture retailer Ikea, and Foxtown, which sells discounted clothes year round.

Promotion: Cosmetic Festival at Grand Gateway Plaza — Oct 1-7
Transportation: Metro line 1, 9

5. Zhongshan Park

Just a few steps away from the green space of Zhongshan Park stands the Cloud Nine Shopping Mall, which has become a popular place for youngsters to hang out. With numerous shops, restaurants, bookstores, supermarkets, spas and entertainment facilities, along with a spacious, bright environment, it's a perfect place for a one-stop shopping experience. Metro Town, an open-air market space for local designers, is also located here.

Promotion: Household Electric Appliance Festival — until Oct 7
Transportation: Metro line 2, 3, 4

6. Pentagon Plaza (Wujiaochang)

After a facelift a few years ago, Pentagon Plaza, which gets the name from five intersecting roads, has become the shopping hub for people in the northeast area of the city. With shopping malls, cinemas and supermarkets among its many attractions, Pentagon Plaza has become an easy and enjoyable shopping experience.

Promotion: Cooking competition for foreign students — Sept 20-21
Transportation: Metro line 10

7. Yuyuan Shopping Mall

Situated in the Yuyuan Garden, the center of Shanghai's old town, Yuyuan shopping mall offers the most authentic Chinese arts and crafts in the city. Silks, pearls, porcelains, woodwork, brass works and myriad other handicrafts are on offer. Stores here are housed in centuries old buildings, which definitely enhance the shopping experience.

Promotion: Jewelry Festival — until Oct 7
Transportation: Metro line 10

8. Lujiazui

A famous Pudong hub of financial institutions, international hotels and shopping malls, Lujiazui has earned the moniker of the Manhattan of the East for its sophistication and luxury. The latest arrivals are the Apple flagship store at IFC and Super Brand Mall, a huge and glamorous shopping center. The area is popular for both locals and international visitors.

Promotion: Fashion Festival at Super Brand Mall — Sept 23
Transportation: Metro Line 2

