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| 1 | **Content name** | **Localise** | Shopping in Florence: Fashion For You and Your Home |  |
| 2 | **POS** | **Don't change** | HCOM\_BR | HCOM\_BR |
| 3 | **Locale** | **Don't change** | pt\_BR | pt\_BR |
| 4 | **URL friendly part** | **Don't change** | Shopping-in-Florence-Fashion-For-You-and-Your-Home | Shopping-in-Florence-Fashion-For-You-and-Your-Home |
| 5 | **Channels** | **Don't change** | WEB\_DESKTOP, WEB\_DESKTOP\_ON\_PHONE, WEB\_DESKTOP\_ON\_TABLET, WEB\_PHONE, WEB\_FEATURE\_PHONE, WEB\_TABLET, APP\_PHONE, APP\_TABLET, IPHONE, IPAD, BLACKBERRY, ANDROID, ANDROID\_TABLET, NOKIA, APP\_OTHER, APP\_OTHER\_FACEBOOK, APP\_TABLET\_IPAD, APP\_TABLET\_ANDROID, APP\_TABLET\_WIN, APP\_PHONE\_IPHONE, APP\_PHONE\_ANDROID, APP\_PHONE\_NOKIA, APP\_PHONE\_WIN, APP\_PHONE\_WIN8, APP\_PHONE\_BLACKBERRY, WEB\_PHONE\_IPHONE, WEB\_PHONE\_ANDROID, WEB\_TABLET\_IPAD, WEB\_TABLET\_ANDROID | WEB\_DESKTOP, WEB\_DESKTOP\_ON\_PHONE, WEB\_DESKTOP\_ON\_TABLET, WEB\_PHONE, WEB\_FEATURE\_PHONE, WEB\_TABLET, APP\_PHONE, APP\_TABLET, IPHONE, IPAD, BLACKBERRY, ANDROID, ANDROID\_TABLET, NOKIA, APP\_OTHER, APP\_OTHER\_FACEBOOK, APP\_TABLET\_IPAD, APP\_TABLET\_ANDROID, APP\_TABLET\_WIN, APP\_PHONE\_IPHONE, APP\_PHONE\_ANDROID, APP\_PHONE\_NOKIA, APP\_PHONE\_WIN, APP\_PHONE\_WIN8, APP\_PHONE\_BLACKBERRY, WEB\_PHONE\_IPHONE, WEB\_PHONE\_ANDROID, WEB\_TABLET\_IPAD, WEB\_TABLET\_ANDROID |
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| 8 | **Destination** | **Don't change** | Florence Italy (1635832) | Florence Italy (1635832) |
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| 10 | **Main image** | **Don't change** |  |  |
| 11 | **Introduction** | **Localise** | Home to luxury international fashion labels, Florence is regarded as Italy's original fashion hub. This is the birthplace of handcrafted leather goods, and remains the go-to destination for exceptional shoes and handbags. But if you want to skip the designer boutiques, you can hit up the markets and outlet malls. |  |
| 12 | **Body** | **Localise** | <h3>  Luxury shopping on Via de' Tornabuoni  </h3>  <p>  </p>  Every major fashion brand in the world has a boutique on Via de' Tornabuoni. It's the stomping ground of the well-heeled set, who come here to shop, eat, drink, and lay their heads on the pillows of the most exclusive hotels. And because this is Florence, sometimes your shopping adventure will involve a history lesson. As at the Salvatore Ferragamo store, where contemporary fashion exhibits include retrospectives of the famous shoe designer, as well as seminars and exhibitions on fashion culture.  <p>  </p>  <ul>  <li>  <em>  Salvatore Ferragamo  </em>  , Via dei Tornabuoni 16R, 50123 Florence; Tel: +39 055 292123; Website:  <a href="http://www.ferragamo.com//" target="\_blank">  Salvatore Ferragamo  </a>  </li>  </ul> | <h3>  </h3>  <p>  </p>  <p>  </p>  <ul>  <li>  <em>  </em>  <a href="http://www.ferragamo.com//" target="\_blank">  </a>  </li>  </ul> |
| 13 | **Body 2** | **Localise** | <h3>  The outlet shops outside Florence  </h3>  <p>  </p>  If you're looking for a bargain, step outside the city limits. The Mall, The Smart Gallery, and Barberino Designer Outlet are located less than 1 hour outside Florence, and are easily accessible via public transportation, private shuttle service, or car. You'll find discounted prices on a plethora of designer labels and brand-name fashions, as well as home furnishings. If you have access to a car, you can drive to the factory outlets of Prada, Fendi, Dolce & Gabbana, and others within the area.  <p>  </p>  <ul>  <li>  <em>  The Smart Gallery  </em>  , Località Ruota al Mandò, 50066 Reggello; Tel: +055 865 77 98; Website:  <a href="http://www.thesmartgallery.it/" target="\_blank">  The Smart Gallery  </a>  </li>  <p>  </p>  <li>  <em>  Barberino Designer Outlet  </em>  , Via Meucci snc, 50031 Barberino di Mugello; Tel: +39 055 842161; Website:  <a href="http://www.mcarthurglen.com/it/barberino-designer-outlet/" target="\_blank">  Barberino Designer Outlet  </a>  </li>  </ul>  <p>  </p>  <h3>  Florence's local markets  </h3>  <p>  </p>  What's a trip to Florence without visiting one of the city's renowned local markets? The most famous is San Lorenzo, near the San Lorenzo Basilica. Filled with hundreds of stalls, it's ground zero for leather goods. But before you commit to buying, take the time to examine each piece carefully - note if the stitching lines up, the color is consistent, and the material feels supple - as there are so many stalls to choose from, you don't want to buy something subpar. And don't be shy about haggling - it's an international language here.  <p>  </p>  <h3>  Gold on Ponte Vecchio  </h3>  <p>  </p>  Ponte Vecchio is the go-to spot for gold and jewelry shopping. It's also one of the only medieval bridges in the world to house boutiques. Originally occupied by butchers, fishmongers, and tanners, it was overrun by goldsmiths by the late 1590s and has remained that way. Head here if you're looking for unique artisan jewelry.  <p>  </p>  <h3>  Ceramics in the city center  </h3>  <p>  </p> | <h3>  </h3>  <p>  </p>  <p>  </p>  <ul>  <li>  <em>  </em>  <a href="http://www.thesmartgallery.it/" target="\_blank">  </a>  </li>  <p>  </p>  <li>  <em>  </em>  <a href="http://www.mcarthurglen.com/it/barberino-designer-outlet/" target="\_blank">  </a>  </li>  </ul>  <p>  </p>  <h3>  </h3>  <p>  </p>  <p>  </p>  <h3>  </h3>  <p>  </p>  <p>  </p>  <h3>  </h3>  <p>  </p> |
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