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| 1 | **Content name** | **Localise** | Where to shop in Bangkok - where to go and what to buy | Shopping à Bangkok : où aller et que choisir ? |
| 2 | **POS** | **Don't change** | HCOM\_FR | HCOM\_FR |
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| 11 | **Introduction** | **Localise** | <p>  As a pastime whose popularity is eclipsed only by Bangkok's nightlife, the Thai capital is loaded up with shopping malls, department stores, street markets, and their unique floating markets. Bangkok is rich in items from both ends of the shopping spectrum; from antiques and monastic ornaments to jewelry and high-end designer clothing. Shopping and trade has been a fundamental part of Thai life for many years, so a shopping trip here is not just a form of retail therapy but also an insight into Thai tradition.  </p> | <p>  Voilà un passe‑temps très populaire, auquel seule la vie nocturne de Bangkok fait de l’ombre. La capitale compte un grand nombre de centres commerciaux, de grands magasins, de rues commerçantes et des marchés flottants uniques. Bangkok propose toutes sortes de produits : antiquités et ornements monastiques, autant que bijoux et vêtements de créateurs. Le commerce et le marchandage font partie intégrante de la vie thaïlandaise depuis des années. Il ne s’agit donc pas de satisfaire une frénésie d’achats, mais également de découvrir une autre tradition du pays.  </p> |
| 12 | **Body** | **Localise** | <strong>  Siam Square  </strong>  <p>  &nbsp  </p>  Siam Square, right in the center of Bangkok, is considered the best place for high-end shopping. This buzzing area is surrounded by swanky shopping malls interlinked via a series of walkways. MBK Center and Siam Center are the most popular malls as they price their fashion items way below Western standards. Siam Paragon is a slightly less popular shopping mall, but only because locals cannot afford the kind of designer accessories on sale here from brands such as Louis Vuitton and Gucci.  <p>  &nbsp  </p>  <strong>  Phahonyothin  </strong>  <p>  &nbsp  </p>  Chatuchak Weekend Market is the largest market in South East Asia with around 8 000 stalls, and it is right here in Phahonyothin, which is just north of central Bangkok. Their colorful selection is vast and covers the needs of every kind of shopper, whether they are looking for clothes, sweet-smelling exotic fruit, or potted plants. Such is the vivacity of this market that browsers can enjoy themselves just as much as shoppers in this hubbub of a throng that congregates here.  <p>  &nbsp  </p>  <strong>  Pratunam  </strong>  <p>  &nbsp  </p>  Pratunam is a shopping district just south of Phahonyothin and is full of fashion stores. It's widely considered that Pratunam is the best week-day alternative to Chatuchak Market as many of the stalls set up in the latter are found in Pratunam's own Platinum Fashion Mall. Clothes, shoes, handbags, accessories, and make up are all sold at Platinum Fashion Mall, which has the added bonus of being air-conditioned - a useful way of combatting Bangkok's heat. Pratunam center shifts the focus away from fashion and sells handicrafts from around Thailand as well as silverwares and general decorations for the house.  </p> | <strong>  Siam Square  </strong>  <p>  &nbsp  </p>  Siam Square, au cœur de Bangkok, est considéré comme étant le meilleur endroit pour le shopping de luxe. Ce quartier animé est entouré de centres commerciaux huppés reliés entre eux par un réseau d’allées. Le MBK Center et le Siam Center sont les plus populaires, étant donné leurs prix bien en dessous des normes occidentales. Le Siam Paragon est un peu moins populaire, du fait que les autochtones ne peuvent se permettre les accessoires de mode des grandes maisons telles que Louis Vuitton ou Gucci.  <p>  &nbsp  </p>  <strong>  Phahonyothin  </strong>  <p>  &nbsp  </p>  Avec ses quelque 8000 étals, le Chatuchak Weekend Market est l’un des plus grands marchés d’Asie du Sud‑Est, situé à Phahonyothin, au nord de Bangkok. Il propose une sélection de produits gigantesque et très colorée, qui remplit n’importe quel besoin : vêtements, fruits exotiques parfumés ou plantes en pots. Les foules qui s’y rendent créent un joyeux vacarme, et la vivacité y est telle, que les passants apprécieront autant que les clients.  <p>  &nbsp  </p>  <strong>  Pratunam  </strong>  <p>  &nbsp  </p>  Pratunam est un quartier commerçant au sud de Phahonyothin, où l’on trouve un grand nombre de magasins de mode. Pratunam est reconnu comme la meilleure alternative en semaine au marché de Chatuchak, puisque l’on retrouve de nombreux stands au Platinum Fashion Mall de Pratunam. Ce centre commercial propose vêtements, chaussures, sacs à main, accessoires et maquillage. Il est entièrement climatisé, ce qui permet de fuir un moment la chaleur de la ville. Le centre de Pratunam prend de la distance avec la mode, puisqu’il propose des objets artisanaux provenant de toute la Thaïlande, de l’argenterie et des objets décoratifs pour la maison.  </p> |
| 13 | **Body 2** | **Localise** | <strong>  Floating Markets  </strong>  <p>  &nbsp  </p>  Just a few kilometers north-west of central Bangkok is Taling Chan Village, which is a traditional Thai village in a corner of secluded countryside. Taling Chan Floating Market is one of the most authentic markets and is still largely undiscovered by tourists. The best time to visit is in the early morning, when the temperature is cool and the market is generally at its most lively. Damnoen Saduak is further out - about an hour drive from central Bangkok - but is definitely worth the trip. This picture-friendly market represents the most popular floating market in all of Thailand and offers a unique insight into a bygone way of Thai life.  </p>  <p>  &nbsp  </p>  <strong>  Silom  </strong>  <p>  &nbsp  </p>  If it's antiques you are looking for then Silom is the best place to go to. Just south of central Bangkok, Silom is Thailand's equivalent to Wall Street and is recognisable by its skyscrapers bearing the names of various financial institutions. The area has the highest concentration of luxury hotels in the city, which attracts the most potential buyers and therefore, makes Silom the home of some expensive and exclusive antiques.  </p>  <p>  &nbsp  </p>  <strong>  Bangkok shopping tips  </strong>  <p>  &nbsp  </p>  Bangkok is hot throughout the year so try to wear cool clothes and do most of your shopping in the morning if possible. Don't be afraid to negotiate prices at any store - even those with fixed prices - and always compare prices between stalls. Check the quality of whatever you are considering to purchase.  </p> | <strong>  Les marchés flottants  </strong>  <p>  &nbsp  </p>  À quelques kilomètres au nord‑ouest du centre de Bangkok se trouve Taling Chan, un village thaïlandais traditionnel, situé en pleine campagne. Le marché flottant de Taling Chan est sûrement l’un des plus authentiques et pourtant l’un des moins visités des touristes. Il est préférable de s’y rendre tôt le matin, quand l’air est encore frais et le marché en pleine ébullition. Le marché de Damnoen Saduak est un peu plus loin, à environ une heure de route de Bangkok, mais vaut vraiment le coup d’œil ! Ce magnifique marché est sûrement le plus populaire de toute la Thaïlande. Il vous offrira un aperçu de la vie d’autrefois.  </p>  <p>  &nbsp  </p>  <strong>  Silom  </strong>  <p>  &nbsp  </p>  Si vous cherchez des antiquités, rendez‑vous directement à Silom. Situé au sud de la capitale, Silom est l’équivalent thaïlandais de Wall Street, et est facilement reconnaissable grâce à ses gratte‑ciel portant le nom de grandes institutions financières. Le quartier compte la plus importante concentration d’hôtels de luxe de la ville, ce qui attire les meilleurs acheteurs potentiels, Silom regroupant les antiquités les plus rares et les plus chères.  </p>  <p>  &nbsp  </p>  <strong>  Astuces d’acheteur à Bangkok  </strong>  <p>  &nbsp  </p>  Il fait chaud toute l’année à Bangkok, essayez donc de porter des habits légers et de faire les magasins en matinée. N’hésitez pas à négocier les prix dans les magasins, même quand ils sont affichés, et comparez bien les prix entre chaque stand. Évaluez également la qualité de ce que vous pensez acheter.  </p> |
| 14 | **Similar destinations** | **Don't change** |  |  |
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