

LUSTER

*The 500 Hidden Secrets of Prague* reveals 500 off-the-beaten-track places and interesting details for anyone who's keen to explore the city's best-kept secrets, e.g.

- the 5 best small breweries
- 5 tempting deli shops
- 5 of the most mystical places
- 5 galleries to discover new talent
- the 5 most fascinating industrial heritage sites
- ... and much more.

*The 500 Hidden Secrets* is a series of essential city guides.

Every guide

- is written by a savvy local
- only contains independent advice
- is based on thorough research and the author's personal opinions
- is frequently updated and reissued.

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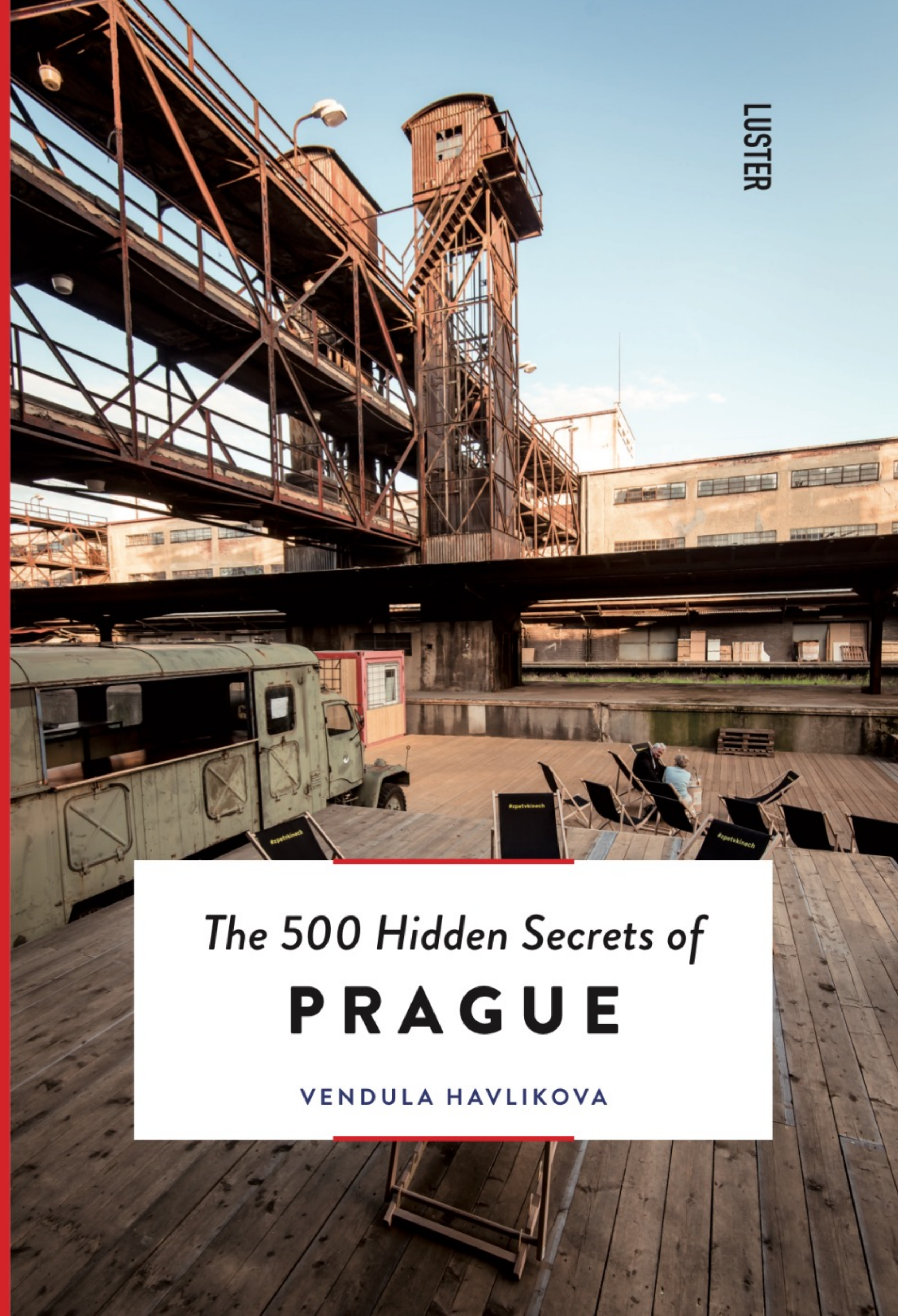
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The 500 Hidden Secrets of **PRAGUE**

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# *The 500 Hidden Secrets of* **PRAGUE**

VENDULA HAVLIKOVA



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## 5 original MEN'S FASHION STORES

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### 161 TONAK

Žatecká 14  
Old Town ①  
+420 734 519 959  
[tonak.cz](http://tonak.cz)

Tonak has specialised in the manufacture of woollen and fur felt hats since 1799. Take your pick from berets, fezzes, caps and bowler hats. The traditional headwear called *zmijovka* makes a great souvenir and is perfect for chilly or windy weather. Its name refers to the viper-like pattern.

### 162 THE ROOM BY BASMATEE

Školská 7  
New Town ②  
+420 222 967 770  
[basmatee.cz](http://basmatee.cz)

Tucked away in a small street not far from busy Wenceslas Square, this boutique offers a particularly well curated selection of streetwear and casual clothes. Brands they sell include Maharishi (UK), Gosha Rubchinkiy (Russia) (including the perfumes), Moma shoes (from Italy)... At the upper end of the price range.

### 163 SEGRASEGRA

Urxova 6  
Karlín ⑥  
[segrasegra.com](http://segrasegra.com)

Two sisters launched this fashion brand in 2007 to free bikers from multicoloured sportswear, developing fashionable yet functional gear for urban cyclists instead. Fancy a bicycle tire belt or a full cycling suit? Then you've come to the right place.

### 164 BOHEMPIA

Sokolovská 76  
Karlín ⑥  
+420 773 475 625  
[bohempia.eu](http://bohempia.eu)

Promotes and sells Bohemian-made hemp products, including shoes, clothes, underwear, textiles, linen and salves. What sets apart their simple styles and colours are the antimicrobial, antiseptic and thermos-regulating characteristics of natural hemp fibre. The perfect choice for environment-aware customers who are looking for sustainable slow fashion.

### 165 KRISPOL STORE

Ladova 5  
New Town ②  
+420 731 203 720  
[krispolstore.cz](http://krispolstore.cz)

The very first store in Prague to specialise in bow ties with original patterns made of local fabrics and materials. The owner's ambition was to restore this forgotten accessory to its rightful place on men's necks again. It proved an immediate hit with the city's hip crowd. With every purchase, you also get a crash course on how to tie your new bow tie.

