



7tm guides you into Vienna's 7th district fashion scene

The third issue of 7tm's leaflet has just been published under the new motto: "Ask the designer if it fits". First thought as a mapped itinerary of the trendy 7th district as well as a link between the creative companies, 7tm now offers in addition a stylish shopping tour through the district's booming fashion scene.

7tm has set itself the goal to bring under the spotlight the many fashion and accessories shops of Vienna 7th district. Thanks to a shopping guide updated and released twice a year, the fashion conscious will easily find their way.

Since its start in 2008, the platform has expanded up to 34 members, all with shops and studios within a stone's throw from each other and accessible on foot.

With the newly organized shopping tours, easy to book on the 7tm.at homepage, you will have the possibility to be guided through the different shops by a professional fashion stylist.

Focusing on sustainable and local shopping, the tour will also allow you to talk to the producers and designers.

The initiator of 7tm, Irma Barbara Denk, relies on the networking and the personal nature of these encounters. The unique flair of Vienna's 7th district and its small-scale structures is a very valuable characteristic, internationally broadcasted by strong partners such as Wien Tourismus.

7tm brings together and unites individual and carefully selected creative businesses in the 7th district into a whole, which, with its quality and intensity, appeals far beyond the district borders.

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