

Foreword, introduction and how to use this guide

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Part 1: Monocle 100

While reporting for the magazine and our travel guide series, MONOCLE editors and writers have discovered a whole host of retailers worth remembering. Read on for our 100 favourite shops from around the world.

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Specialist: *Candles in Lisbon, maps in San Francisco, perfume in Mexico City and plenty more.*
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Fashion and accessories: *Walk this way for all your wardrobe needs.*
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Design and homeware: *Hard-to-find furnishings and cutting-edge home comforts.*
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Books, records and stationery: *The best in reading and writing from Porto to Paris and beyond. Plus one or two record shops that hit the high notes.*
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Food and groceries: *Get a taste for the fine purveyors of fresh produce.*
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Department stores: *For the whole kit and caboodle.*
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Daily needs: *The places to pop into for everything and anything you might need day to day.*
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Part 2: Why we should buy into retail

We take a look at what makes a humming high street and check in with three countries getting retail right time and again. Plus a round-up of five shuttered shops we miss dearly and words of wisdom from MONOCLE friends and family.

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High streets: *Why taking care of these central arteries is key to keeping towns and cities in good health.*
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Kiosks: *It may be small in stature but the kiosk is a mighty meeting point for the community.*
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Markets: *Roll up and revel in the ideas, products, flavours, sights and sounds.*
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Three countries that know how to sell: *We look to Japan, Italy and the US for tips.*
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Five shops we wish still existed: *A concept store in Paris, a media mecca in London, a department store down under and more.*
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Part 3: Setting up shop

Whether you're raring to be a retailer or simply curious about what goes on behind the counter (nothing untoward, we assure you), read on. Top tips from retail experts and advice shopkeepers wish they'd been given.

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20 steps: *A few time-tested tips for setting up your own shop.*
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Ask the experts: *Interviews with everyone from an interior designer to a pop-up player. Plus the man who takes care of the books.*
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Who to hire: *Whether you need model mannequins or flawless floors, here's who to call for each job.*
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In celebration of service: *Why a little eye contact can go a long way, plus a shout-out to the shops that make us feel good.*
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Directory: *Our round-up of further first-rate shops to check out on your travels in Madrid, Milan and more.*
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