Energetic and sprawling, brimming with culture and piled high with layers of history: Rome is a beguiling, vivacious and ever-changing creature. Good guidance is essential: it’s easy to be waylaid by the big-ticket attractions, myriad trattorias and cobblestoned shopping streets. No matter how well you think you know the Eternal City, this guide will give you a fresh perspective. After all, it has reimagined and reinvented itself for millennia so there’s always something new to see.

01 Here’s a tip: Tipping is not mandatory but if you’d like to reward top service then one or two euros per person is the norm. The coperto fee is the cost of sitting down: to avoid this, stand at the bar.

02 Open-and-shut-eye. The retail day tends to start at 09.00 and finish at 19.30, although plenty of shops shutter up for riposo (siesta), which usually falls between 13.30 and 15.30. To avoid this, stand at the bar.

03 Roaming’ around. Referred to as the City of Seven Hills, Rome’s pavements can be steep, slippery and choked with tourists so it’s often best to get to grips with public transport.

04 Counter culture. Cappuccino is strictly a breakfast beverage as far as the locals are concerned. Only tourists sit down at cafés to drink and will pay heartily for the privilege.

05 North versus south. There is a deeply felt distinction between Roma Nord (northern Rome) and Roma Sud (southern Rome). Those who live north of Parioli consider themselves more sophisticated than their southern neighbours, while Roma Sud citizens are proud of their humble origins.

Food and drink

06 Osteria dell’Arco, Salario
Regional strong suits
Owner and sommelier Nicoletta Baiani guides punters through a list of 150 Italian wines and chef Cristina Lemmi’s menu honours filled-pasta recipes from her native Emilia Romagna region.
71 Salita de’Crescenzi, 00186
+39 06 6854 8348
osteriadellarco.net

07 Armando al Pantheon, Sant’Eustachio
Welcome exception
This restaurant has maintained consistently high standards over the years. The room is decorated to make diners feel welcome, as they would in a traditional Roman home, with wood-panel walls, warm hues and soft lighting.
71 Salita de’Crescenzi, 00186
+39 06 6880 3034
armandosalpantheon.it

08 Marzapane, Trieste
New twists on old favourites
Since opening in 2013 this handsome restaurant has refreshed Rome’s trattoria-heavy scene. An experimental but grounded approach runs through the whole menu.
39 Via Velletri, 00198
+39 06 6478 1692
marzapane roma.com

09 Sciaccia Caffè dal 1919, Prati
Old-school elegance
Take your time over your cappuccino or head to the backroom bar where you can sling back an espresso like a regular. Should anyone ask if you’d like a shot of melted dark chocolate in your coffee, the correct response is “Yes, please.”
80 Via Fatto Mazzimo, 00192
+39 06 321 1580

Rome Retail

10 Bocache & Salvucci, Ludovisi
Shoemaking feat
This collaboration between master cloggers Gian Luca Bocache and Roberto Salvucci has resulted in a dazzling cache of shoes in numerous shapes, styles and colours.
115A Via Francesco Crispi, 00187
+39 06 8376 6008
bocachealsalucci.com

11 Loli, Monti
Bright and breezy
With its chic and cheerful selection, Loli puts smiles on the faces of those looking for smart women’swear in Rome. The shop is spread across two spaces: casualwear from knitwear to silk dresses in one and more formal attire next door.
89-92 Via di San Pantaleo, 00186
+39 06 6880 2547
loli.it

12 Nora P, Monti
Interior-design expertise
Its somewhat erratic opening hours may give it a mysterious aura but this eccentric Monti shop is a haven for design lovers. Danish furniture sits next to jewellery, secondhand books and custom-made bookshelves and kitchen storage systems.
220-221 Via Panisperna, 00184
+39 06 4547 3738
nora-p.com

Vocabulary

01 Anvedil! How surprising!
02 Buongiorno Hello
03 Grazie mille Thank you very much
04 Mi scusi Excuse me
05 Dajc Hurry up/come on!

Hotels

13 G-Rough, Parione
Smooth operation
All 10 rooms across the five floors are suites. Handy 1950s-inspired kitchenettes and cheerful Smeg mini-fridges give many of them a decidedly unstuffy, apartment-like feel.
69 Piazza di Pasquino, 00186
+39 06 6880 1085
grough.com

14 Hotel de Russie, Campo Marzio
Glamorous garden
A grand total of 122 sumptuous rooms wrap around the hotel’s best draw: a steeply terraced, meticulously pruned garden.
19 Via del Babuino, 00187
+39 06 328 881
thehotelofrussie.com

15 The Corner Townhouse, San Saba
It’s the business
The 11 rooms are simple, spacious for the price and come with televisions, as well as rain showers in the marble bathrooms.
121 Viale Aventino, 00133
+39 06 4554 8810
thecornerrome.com

16 Il Gocetto, Ponte
Lot of bottle
This homely wine bar on Campo de’ Fiori is some 30 years old and resembles a local deli in a cellar rather than your typical watering hole; its atmosphere of old-world charm makes for a welcoming stop after dinner. Il Gocetto’s wine list covers more than 800 options, hailing from all over Italy (as well as France).
14 Via dei Banchi Vecchi, 00186
+39 06 686 4268

Retail Capital style

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