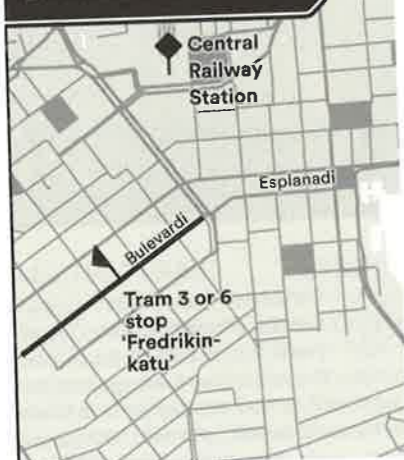


STREETWISE: BULEVARDI



How to:
Bulevardi is most easily reached by foot. By tram, take line number 3 or 6.

Upon the Boulevard

All flâneurs welcome on Bulevardi.

When Helsinki became the capital of Finland in 1812, a boulevard was deemed appropriate. It was built in the outskirts of the city. Today, Bulevardi is dead centre and it is the most handsome avenue in the city. At the end of the street you will find the glimmering sea.

Bulevardi is the street for the composed and demanding visitor. Fashion for both women and men, made-for-measure and tailored suits, art, coffee and jewellery. Bulevardi is also a wonderful journey into Finnish architecture: Renaissance Revival to begin with, followed by sturdy Jugend, discreet Classicism and graceful Functionalism.

The street ends up at the Hietalahti market, which houses the gourmet market hall of Helsinki.



Bulevardi



No 1, TUOMO



No 12, Werner



No 14, Sauma

No 1

DANDYLAND

Again, this autumn, the streets of the city are promenaded by Helsinkian gentlemen, who are in the know with the styles of England, Italy and Stockholm. This year, however, the patterns are more forceful, how about a tweed jacket and a bow tie? The clientele of TUOMO Menswear have known the department for this autumn for some time. They always know how to dress stylish yet relaxed.

—They know their style exactly. Instagram is now an important medium, and they keep asking whether we have anything along certain styles, says **Lea Aaltonen**.

Well, of course they do, and it is always time to update ones necktie collection.

TUOMO Menswear.

Mon–Fri 10–19, Sat 10–17, Sun 12–16.
Bulevardi 1. tuomomenswear.fi

No 7

THE DEPARTMENT STORE FOR RUSSIAN CULTURE

Hello, hei, привет! Have I arrived in St Petersburg or Moscow? That is definitely how you feel in Ruslania bookshop. Books, posters, films and magazines by the shelfload. Souvenirs, cards and even chocolate! For thirty years, Russians, those interested in Russian culture, as

well as tourists, have found their way into the shop.

—Hopefully, we have the world's biggest collection of Russian magazines, and the world's largest collection of Russian musical notations; outside of Russia, of course, says **Andreas Agopov**, second-generation bookseller at Ruslania.

—This is a Russian culture department store. We have everything and nothing! But, we are able to quickly import nearly anything from Russia, promises Agopov.

If the massive amounts of culture make you feel weak, simply take a seat in the reading corner and sip on a cup of tea, which is brewed several times a day in Ruslania.

◆ **Ruslania Books.** Mon–Fri 9–18, Sat 10–16. Bulevardi 7. ruslania.com

No 12

MASTERS OF GRILL

Rare, not just the meat but also restaurant Werner itself, across the street from the Old Churchyard (Vanha Kirkkopuisto), is a place enjoyed by both vegetarians and meat-lovers.

The secret of success, for restaurateurs **Jari Lönnberg** and **Reima Mäenpää**, is the largest open-fire grill in town! Imagine some potato flatbread, an entrecôte steak, aubergine or a whole Lake Inari whitefish, and perhaps a lovely dessert, all made in the grill.

Here is one wish for the restaurateurs, since they also are distinguished sausage

manufacturers: I wish there was a mix of various fried Harju sausages on the list, a real sausage parade!

◆ **Werner.** Tue–Thu 11.30–14 & 17–22, Fri 11.30–14 & 17–22.30, Sat 11–14.30 & 17–22.30. Bulevardi 12. ravintolawerner.fi

No 14

SUIT YOU SIR

Tuomo Pynttari's and **Olli Holstikko's** tailoring shop **Vaatturiliike Sauma** (Seam) is a classic for gentlemen: made-to-order clothing, tailored suits and sewing services, as well as a skilfully curated line of ready-made clothes. You can feel the craftsmanship in the ambiance: the tailors make sure that men leave the shop in perfectly fitting suits and jackets. Sauma's mission is that everything has been thought through down to the very last seam.

◆ **Sauma.** Mon–Fri 10–18, Sat 11–15. Bulevardi 14. vaatturiliikesauma.fi

No 15

on Annankatu

MRS BOUTIQUE FASHION

Everyone, at least in Helsinki, knows **Kaarina K**, also known as **Kaarina Kivilahti**, who has kept, for the past three decades, the quality and fashion-minded ladies of Helsinki stylish.

—Right now, we stock the best and most-fashionable brands, such as **Alexandre Vauthier** and **Redemption**.

What a collection of lovely shoes! Even more lovely shoes, bags and clothing.

—I love people coming into the boutique. It is wonderful to show them beautiful items, says **Kaarina Kivilahti**.

If you are interested in **Balmain**, **Cor-to Molto**, **Fausto Puglisi**, **Giambattista Valli**, **Stuart Weitzman**, **Giuseppe Zanotti** or **Hervé Léger**, **Annankatu 15** is your address. ◆

◆ **Kaarina K.** Mon–Fri 10–18, Sat 11–16. Annankatu 15.

DO NOT MISS THESE

◆ **Helsinki Contemporary.** Art Gallery, Contemporary art. Tue, Wed, Fri 11–17, Thu 11–18, Sat–Sun 12–16. Bulevardi 10. helsinkicontemporary.com

◆ **Ekberg,** cafe and bakery. See story on page 16. ekberg.fi

◆ **Trend optic.** For your eyes only. Mon–Fri 10–18, Sat 11–15. Bulevardi 13. trendoptic.net

◆ **Chez Marius.** Kitchen appliances also for the advanced. Mon–Fri 10–18, Sat 11–15. Fredrikinkatu 26. chezmarisus.fi

◆ **Sinebrychoff Park and the Sinebrychoff Art Museum.** The lungs of Punavuori. Bulevardi 40. sinebrychoffintaidemuseo.fi



No 7, Ruslania



No 15, Kaarina K