



## Shopping Viennese Style - Purveyors to the Imperial Court

The title of Hoflieferant or "Purveyor to the Imperial Court" dates back to the late 18th century and was a much sought-after accolade for any company. It meant that the quality of their products was of such outstanding quality that it satisfied even the highest expectations of the imperial household, at its best even those of the imperial couple. Right to the end of the empire around 500 businesses in Vienna were granted the privilege of using the imperial coats of arms for their corporate identity. Then came the Republic, the imperial family was exiled, and the court dispersed. What happened to the "kaiserlich-königlichen Hoflieferanten"? Typical for Austria, those who survived simply carried on using the title as a symbolic guarantee of premium quality, and they do so to their day, some in the sixth or seventh generation. <br><br>This tour is a light-hearted journey back into the heyday of imperial Vienna to the shoemakers and jewellers as well as the purveyors of bedding, chandeliers and chocolate cakes. Listen to their amazing stories and make sure you spot the double-headed eagle before anybody else does!

### Meeting Point:

1., Michaelerplatz 5, in front of St. Michael's Church

Attention:<br>

