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## Xiangyang Market



- n Map of Xiangyang
- n How to Bargain
- n Tips for Buying a Good Knock-off
- n 150 Items Price List
- n How do i get to Xiangyang


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## Executive Summary

You really can't say that you've been shopping in Shanghai if you haven't been to Xiangyang market, Shanghai's largest open-air shopping haven. Here, the average tourist, no matter what nationality, will be able to find something to suit his needs. Items sold here range from bags and clothes to DVDs and designer knock-offs. After countless shopping trips and expensive lessons learnt after paying through the nose, I have compiled this shopping guide to the inner workings of the market. Learn how to avoid getting ripped off, how to land your hands on a top quality knock-off and read the survival tips from experienced Xiangyang Market trawlers. This guide also includes an exclusive product price list of the 150 most popular items in Xiangyang Market. In true AMEX style, don't leave home without it.


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### First Edition

September, 2005 Shanghaiindex Consulting Co Ltd

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## Xiangyang market—shopper’s haven, every tourist’s must-stop destination!

You really can’t say that you’ve been shopping in Shanghai if you haven’t been to Xiangyang market, Shanghai’s largest open-air shopping haven. Here, the average tourist, no matter what nationality, will be able to find something to suit his needs. Items sold here range from bags and clothes to DVDs and designer knock-offs.

### Where exactly is Xiangyang market?

Xiangyang market is located at the corner of Huaihai Middle Road and South Xiangyang Road.

### How do I get to Xiangyang market?

By public transport:

Hop onto subway line 1 (地铁1号线) and stop at South Shanxi Road (陕西南路) station. Exit from exit number 2 (2号口), cross the roads to get to Number 2 food store and walk along Huaihai Middle Road (淮海中路) till you reach entrance number one.



No 2 food store



This is what you will see at entrance 1



Alternatively, keep walking till you reach the end, then turn left at the crossroads of South Xiangyang Road (襄阳南路) and turn in at entrance 10 (where the 3 flagpoles are).



### **Taxi drop-off points:**

You may alight along South Xiangyang Road or Nanchang Road (南昌路) .

### **Taxi stands:**

There is a taxi stand along Huaihai Middle Road a short walk down from Xiangyang Market, however, not many taxis stop there especially when traffic is heavy. Alternatively you may try getting a cab along Huaihai Middle Road after South Shaanxi Road.

## **The “Hows” of Xiangyang Market**

### **How to shop at Xiangyang Market**



Xiangyang Market operates on a system of first degree price discrimination, i.e. hectic bargaining and relentless haggling. After setting your eye on an item, ask the store owner for a quote and using the quoted price as a point of reference, quote your desired price. Once you and the store owner settle on a price, the item is considered sold. If however you decide not to purchase the item after both of you have settled on a price, please be prepared to receive a round of scolding. The universal language here is the electronic calculator, so do not worry if you cannot speak any Chinese at all. Simply tap in your desired price and the store owner will tap in his/hers.

No matter where you walk to, you will hear shop owners touting their wares using very mutilated English phrases like “looka looka”, “watsch”, “handbaaag”, “ay, ay come baaark”. The over zealous shop owner might start pulling your arm to get you to go back to the store. Competition is stiff here with many stalls selling almost exactly the same thing so service here isn’t too bad. If you can’t find what you want at one stall, walk on and you may find something to fit your needs exactly somewhere further down the lane. Shop owners here have a vast network of



**The Incredibles have set foot in Xiangyang too!**

relations with one another so if you’re looking for a product that you can’t find in a particular stall, ask around and you may find a store owner who knows someone with exactly what you need.



If you are hesitating whether to buy a particular item that you have set your eyes on, my suggestion is for you to buy it, especially if you are not coming back for a long time. Experience tells that what you see in the market today might not make a comeback after awhile.

### **How to navigate your way through the labyrinths of Xiangyang**

Xiangyang Market is a literal maze with rows of shops standing on both sides of tightly squeezed footways. One way would be to walk along the rows of shops in the sector on either side of Zhongyang Dadao (the row of shops with the widest footway), row by row, until you reach the turning point of Zhongyang Dadao, then navigate your way through each sector row by row. Alternatively, print out this map and carry it along with you.

### **Map of Xiangyang**

Please refer to the appendix

### **How to bargain**

In every successful sale there is one reluctant seller and one willing buyer or one willing seller and one reluctant buyer. The golden word to the art of bargaining is “aloof”. So here’s a step by step guide to bargaining:

1. After you have set your eyes on a particular item, ask yourself how much you would pay for this item, say, X yuan.
2. You can either ask for the item at this price straightaway or you can ask the shop owner to quote you a price.
3. Never pay more than  $\frac{1}{3}$  to  $\frac{1}{2}$  of the quoted price, even then ask yourself if you are willing to pay that amount of money for the item.
4. When asked to quote your price, quote an amount slightly below your desired price, say X-5 yuan.
5. Even if the shop owner is secretly willing to sell you the amount at your quoted price, he/she will still try to squeeze out another 5 to 10 yuan from you.
6. Stand firm, but if all else fails and you particularly desire the item, pay for the item at your desired price, X dollars.
7. Or you could try walking away from the shop and see if the shop owner calls you back. Often, if the shop owner stands on the footway and calls you back, you have a good chance of getting what you want at your quoted price.

### **Tips for bargaining**

1. Act aloof and uninterested. Play the poker face.
2. Alternatively, play the smiley, cheerful face. Try making friends with the shop owner.
3. Friendly bantering might get you your desired item at a cheaper price. However, the occasional cheeky shop owner or tout might have a good laugh at your expense with his double entendres.



4. Shop with someone else and have your companion make a show of trying to talk you out of the deal
5. Always remember that there probably is another shop down the row selling the same thing
6. Try deciphering the shop owner's body language. If he/she doesn't appear to be too keen on the deal, it might be better if you visit another stall
7. If you have already bought one item from the store, quote a lower price for the next similar item you wish to purchase. If you fail to get a deal on the lower price, try walking away without buying anything.
8. The shop owner is more likely willing to compromise after you have chosen your goods in the exact size and colour, however, be prepared to do some re-selection at another store if the deal falls through
9. If the shop does not have the exact size or colour that you want, you can try asking for a cheaper price if you intend to buy what is on hand
10. If you purchase more than 1 item, you can try getting a better deal by quoting the price of all the items and knocking off the odd digit
11. You know you are getting ripped off when the shop owner chases after you and pulls you by the hand back to his/her shop

### **Common phrases used in bargaining:**

1. "My friend bought this item from your store a couple of days ago, store (quote store number), right?"
2. "I bought this at X yuan the other day"
3. "The store down the row sells this at X yuan."
4. "I live here, I am not a tourist. I know this is too expensive."
5. "If you sell this to me at a cheaper price, we can build a long-term relationship. I will tell my friends to come to your store." And for good measure, please take the store owner's name card
6. "My friend/wife/cousin is your regular customer and he said you'd give me a good price, that is why I have come to you."
7. "I bought quite a few from you the last time I came here, you said you'd give me a better price the next time I came."

### **How to use these phrases**

This was how I got what I wanted at the market without paying too much more. Similar scenarios are enacted over and over again in the market.

### **Scenario 1. Desired price: 70 yuan**

Shopper: How much is this item? (E.g. a soccer jersey)

Shop owner: 180 yuan





Shopper: That is too expensive. 60 yuan.  
Shop owner: This is good material. Looks good on you. 150 yuan.  
Shopper: No. 60.  
Shop owner: 130 yuan. Last price.  
Shopper: 65. (walks out)  
Shop owner: Come back! 100!  
Shopper starts walking away.  
Shop owner: 70.  
Shop owner: Take it.

Deal closed.

### ***Scenario 2. Desired price 35 yuan per item.***

Shopper: How much is the tee shirt?  
Shop owner: 80 yuan  
Shopper: No. 30 yuan.  
Shop owner: Cotton. 80 yuan. This one (points to another shirt) 30 yuan.  
Shopper: Buy 2.  
Starts choosing sizes and colours.  
Shop owner: 2 for 120 yuan.  
Shopper: 30. Store down the row sells 30.  
Shop owner: 2 for 100  
Shopper: Cheaper. Then I will come back again.  
Shop owner: 100  
Shopper walks out.  
Shop owner: 1 for 38 yuan. 2 for 76 yuan.  
Shopper: 2 for 70 last price.  
Starts walking off again. Shop owner calls back 2 for 75. Shopper decides to purchase items.  
Deal closed.

In order to help you with your shopping and ensure that you do not get ripped off, I have compiled a price list of some 150 items that are usually purchased in Xiangyang Market. Price varies with quality, size and your bargaining skills so I have included a price range for your reference, prices here are in RMB.

## **What you shouldn't miss at Xiangyang Market**

***Bags-shoulder, handbags, purses, messengers, totes***





**Lesportsac bags come in various shapes, sizes and patterns**

Xiangyang Market is overflowing with bags of every size, shape and pattern. Popular picks include the lesportsac range of zip purses to handbags to shoulder bags. They come in varying patterns and are immensely popular with the young. Taiwanese tourists have been known to go ga-ga over them.

For the more sophisticated shopper, you might want to take a look at the knock-offs available at Xiangyang Market.

To tell a low quality knock-off from a top quality overrun, look out for the following:

- **Material quality.** The low quality products use cheap, imitation leather while the top quality products use genuine or top grade imitation leather. Smell the product for the genuine leather smell. It should feel smooth to touch.
- **Print quality.** Some brands emboss their logo on their range of products. The cheaper knock-offs do not have embossed logos while the top quality ones do.
- **Pattern quality.** Check for symmetry in patterning. A top quality product should have its patterns exactly symmetrical. The pattern should also not be fading.
- **Shoulder strap.** Top quality products have smooth ended shoulder straps. Frayed or rough straps are a tell-tale sign of low quality imitations.
- **Zips.** Zips should have the brand name printed on them and should be the correct colour (usually gold). Zips should not have scratches or tarnish on their surface.
- **Inner printing.** Top quality products usually have their brand embossed in the insides of the product. Fading ink prints are tell-tale signs of a low quality product.

These tips also apply to wallets and other small leather goods.

### ***Adventure/Hiking Bags***

For the adventurer, you might want to check out the wide range of hiking and backpacking bags available. These bags are relatively cheaper but its quality isn't exactly fantastic. A common problem is that the bags are not waterproof and do not come with rain covers. The material used is also of a rough, coarse quality and the shoulder straps might put tremendous strain on your bag if not adjusted properly. Do not expect to find backpacks with wire meshed backing or outlets for your water pack here. Bags come in different sizes and capacity ranging from 25 litres to 80 litres. Some larger capacity bags come with an additional small haversack attached.



## Watches

Almost every store in Xiangyang sells watches. Watches often displayed to public eye include digital ones for children and touristy Mao watches. Ask to see better quality watches and the shop owner will show you those that he has kept hidden in his shops.

Look out for the following:

- Alignment. Ensure that the numbers of the watch are properly aligned.
- Hands. Shake the watch to see if the hands are properly fixed and will not come off.
- Glass. Check to see that the glass surface of the watch is fixed on firmly.
- Metal strap. Top quality watches have metal straps which will not be easily scratched. Lay the watch on a flat surface. A top quality watch (grade 'A') will have its metal strap segments in line with one another. Low quality knock-offs have straps with some segments taller than the others when lain flat.
- Surface. Top quality watches often have surfaces which have a pearl like texture.
- Leather strap. Feel it to check for the quality of the leather strap.

When purchasing a watch, ask for the store owner's name card in case the battery falls flat a few days after your purchase. If you are buying a top quality watch, make sure that it comes in decent packaging.

## Clothing

### Sweaters and Jackets

Favourites include double lined jackets for men and ladies. Younger customers also tend to go for pullovers. Sport jackets are also rather popular, especially with the Japanese. While they were all the rage in 2004, they seem to have disappeared from the market in 2005, save for a few stores.

### Caps

The average shopper will come across at least a dozen stores selling caps in the market. Racing caps and Von Dutch caps in varying patterns are freely available here. You might also want to pick up the souvenir F1cap specially designed for sale during F1's Shanghai stop in 2004. Flamboyant Von Dutch caps are known to be very popular with the Koreans.

### T-shirts, shirts and jerseys

Men can find a whole range of T-shirts for casual wear here in the market. Souvenir T-shirts are also available and it is quite easy to find one with an old Chinese Communism design. Polo T-shirts are also easily available in men's and ladies' sizes. Plain Polo tees have also proven to be very popular with foreign tourists.

### All things Chinese

No matter which country you are from, it is almost inevitable that you purchase an item of Chinese design. Cushion covers, table cloths, table runners, coasters and champagne bottle holders are all readily available here. Check out the chopstick sets in the market, they make a



perfect gift for your friends and family. You might also want to stock up for Christmas, just in case.

### Things to note when shopping:

- Check your items carefully because you have little rights for claims
- Note that you may have some difficulty in getting your purchases through customs, depending on how stringent the officials are in your home country.
- If the item you purchased is opened and you would like to have it packed, ask the shop owner to pack it in a bag/box or bubble wrap it for you if necessary.

### DVDs

DVD titles for American serials are not very up to date. On average it is a season behind what is shown on tv in the US. Also, not all the dramas found in the states are found on DVD here. Popular titles like Sex and the City, CSI and Friends are easy to find. Prices here are more expensive than in the average DVD store.

### Recommended Stores

Store number: C-21

Products: Business Shirts, cuff links, ties



C-21 sells men's long sleeved and short-sleeved business shirts. An average shirt will set you back about 70 yuan, a little more if the shirt allows for cuff links. A wide selection of business shirts awaits the customer. Service is above

average as shop owner tries his best to fulfill your needs. Cuff links of varying quality and thus, prices are also available at the store.

Store number: B 232

Products: Chinese design souvenirs.

Store number: 1 (Right in front of entrance number 1)

Products: Chinese design souvenirs

If you are looking for Chinese cushion covers, these two stalls are the best places to go. Their cushion covers go for 5 yuan (B 232) and 10 yuan (B 1). However, these stores are a little difficult to find and no bargaining is allowed.

Store number: C 70

Products: Imported toys





Standing Toy

Standing Doll

This is the only store in Xiangyang that sells these toys. A standing toy (25 yuan) comes in various animal shapes, ranging from rabbits to lions and zebras. A hot favourite among females is the pink deer. Lions and zebras are favourites with almost everyone. Musical boxes (80-100yuan) and standing dolls (50-80 yuan) are also available. The store owner however,

is a tyrannical old woman who would be very likely to chase you away if you try to bargain too hard. There is a push cart at Xintiandi selling similar items so you might want to go there to take a look as well.

Store number: C 130

Products: Cartoon toys



This store has the widest variety of toys to amuse your child. Prices are a bit steep here and you might have to do quite a lot of bargaining. A favorite with foreign tourists. There is a panda bear plush toy dressed in a Chinese costume sold here and would make a great gift for your niece or nephew.

Store number: C 144

Enquire about DVDs within.

Store number: A 107

A good variety of bags here, including the very popular lesportsac bags. The owner, a friendly Mr. Yang is an easy-going person who makes bargaining a relatively easy task.

## Insider's Survival Guide to Xiangyang Market

A trip to Xiangyang Market can prove to be exhausting for the average tourist so here are some tips for you to survive your pilgrimage.

### **Best times to shop:**

For a relatively relaxing shopping trip, go on a weekday morning when the market is not so crowded.



For the very brave and adventurous, go to the market when it is raining. The market will be almost empty save for touts and almost despondent store owners so bargaining will be somewhat easier. However, walking through the market on a rainy day is pure torture as the corridors are narrow and there is almost no shelter.

If you are looking for a cheap bargain and you already know exactly what you want to purchase, go to the market an hour before closing time (around 8 p.m.), the store owners are more willing to close a deal at a cheaper price. The golden minutes of shopping are the last 15 minutes before closure. Good luck!

### **The touts**



**Police Advice on touts**

following you around.

These are the people who hold pictures of watches and bags in their hands and besiege you in an attempt for you to purchase products from stores they recommend. Needless to say, they receive a cut from sales and you will often find yourself paying relatively higher prices when you purchase items with their help. You cannot avoid these touts but you can get rid of them. Answer them with a firm “NO” when they approach you and ignore them till they give up

Normally, if you want to purchase a top quality knock-off, you will probably have to ask these touts to direct the way to the warehouse or shop where the wares are located. This is probably the only way to get top quality knock-offs but please use your own discretion and judgment to ensure your personal safety.

### **What to do if you find yourself ripped off**

There really isn't much that you can do in such a situation, what you can do is go back to the shop and talk it out with the owner and perhaps convince him into throwing in some freebie. There is a zero chance that you can get a refund of the difference so perhaps the only thing you can do is grin and bear it. Alternatively, you might want to make a complaint at the complains booth at entrance 10.

### **Taking care of your money**

Xiangyang Market is often very crowded so do take extra care of your belongings and valuables. If someone bumps into you, check that your valuables are still with you immediately. Do not keep loose notes in your pockets as pickpockets have been known to use tongs to fish these notes out. The best way is to keep your money in the inner pockets of your clothes.

Take care to avoid counterfeit notes, whenever you receive money in change, in particular 100



yuan notes, do check to see if the notes are genuine. Hold the note up into light and check for watermarks, you should see one of Chairman Mao's face. Feel the notes that you know are for sure genuine to get used to the texture and compare it to the notes you receive.

### Toilets

Unless you are looking forward to a Chinese-style toilet with no doors and much less privacy, do not visit the public toilets in the market itself. Visiting the toilet near the Nan Chang Road entrance has been known to be a very nightmarish experience, however the smaller toilets located around Xiangyang aren't as bad. If wish to skip the whole public toilet experience, take a shopping break and visit one of the cafes nearby. If not, there is a Kentucky Fried Chicken outlet round the corner.

### Meeting places



A good meeting place is entrance number 10

It is very easy to get lost in Xiangyang so it would be good to have a meeting place if your group is shopping separately. A good meeting point would be the resting area at entrance number 10, which is located at the crossroads of North Xiangyang Road and Huaihai Middle Road.

### The good things do not end in the market



Café Montmartre

Most people know what is good inside the market but what they don't know is that there are things outside the market that are interesting too.

When you are done shopping inside the market, walk out of one of the entrances and walk along the exterior of the market. You might just find something that catches your fancy! There is a shop selling all its wares at a fixed price of 2 yuan and several clothes stores which are rather popular with young ladies.

In between shopping, you might want to rest your feet and go for a quick bite or a meal. Here are some places that you might want to visit.

A French café located at 55 North Xiangyang Road. Exit from entrance 10 and turn left. Sitting outdoors on the second floor on a windy day is a good way to relax after a day of shopping. The pork cutlet main course is recommended if you are in the mood for a meal. Prices are not cheap here so most of its clientele are foreigners.



Shatin café and delicious cuisine (Sha Tian Xuan)  
Along Nan Chang Road



This Hongkong restaurant serves authentic Hongkong style food and is patronized by several Hongkong celebrities. The dim-sum here is recommended, for a meal, you might want to try the Beef Hor Fun. The restrooms in the restaurant are rather clean and are a good alternative to the notorious public restrooms in Xiangyang Market. Prices here are reasonable and a decent meal for three would amount to approximately 200 yuan.



Hainanese Chicken Rice

65 North Xiangyang Road

Singaporean specialties are served here. Apart from its signature Hainanese Chicken Rice, this restaurant also serves Curry Chicken and Singaporean desserts.

Parksons Shopping Center:

Located just outside South Huangpi Road subway station, Parksons sells a good range of products. It is also a good place to look for your favourite international brands. If you feel like you are missing home, head on down to the supermarket at basement 1 and take your pick of imported groceries.

Breadtalk bakery is also located on the same floor. Its meatfloss bun and cheesecake come recommended. For an Indian feel, try its curry naan.

Crossroads Café, located on the fifth floor of Parksons Shopping Centre serves authentic Singaporean food and is a favourite with many locals and Singaporeans alike. For a taste of Singapore, try the Fried Carrot Cake. Prices range from 20-90 yuan. Draft Tiger Beer is also available at 80 yuan per jug.







Mister Donut  
Along Huaihai Road  
A favorite with locals and foreigners alike. Donuts with different flavours of icing are sold here at reasonable prices. Perfect place for a rest after a long day of shopping.

### But I still want to shop! Where do I go?

If you've finished shopping in Xiangyang and you feel you haven't had enough of shopping, here's a list of places where you might want to go:

- Qi Pu Road (Clothing Market)
- Chenghuang Temple
- Nanjing East Road
- Dongjiadu (Cloth Market)

E-coupon, print it out and enjoy!

An advertisement for Sunpoint Tanning. The background is yellow with a honeycomb pattern. On the left, a shirtless man in jeans and a woman in a red top and white shorts are shown. The text includes 'SUNPOINT TANNING', the website 'www.sunpointtanning.com', and a '10% Discount Coupon'. It also states 'Expiration: 2006, Feb 28' and 'Company reserves all rights for amendments'. A 'Hot Line 62722090' is provided. The address '成都北路 607号' (607 North Chengdu Road) is listed. A small photo of the tanning studio is included. On the right, there is a vertical list of locations in Chinese and English: JinZhai Metro (City), 地铁一号线新闸路出口, West Beijing Rd, 北京西路, West Nanjing Rd, 南京西路, People's Square, 人民广场, and East Yan An Rd, 延安西路. The word '成都' (Chengdu) is written vertically in the center.

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Huanghai Middle Road 淮海中路

Indoor shopping area  
and Restaurant

Meeting  
area

South Xiangyang Road 襄阳路



Nanchang Road 南昌路