São Paulo – the Brazilian c
apital of luxury

São Paulo´s capital is a mandatory destination of Brazil and South America high society. The city combines the best infrastructure, the largest consumption hub and the most famous cultural and night life, thanks to the municipality wealth and the purchasing power of its population.

The Gross Domestic Product (GPD) of São Paulo city is R$ 443.6 bi, which represents the 10th largest GPD of the world and 11.8% of Brazil's GDP. With the second largest stock exchange of the world, this metropolis is the 10th richest in the planet, and the first in South America. São Paulo also ranks the 12th place among the cities with the most billionaires in the world, with 19 of them, and over 30,000 millionaires.

In order to meet appropriately the domestic and foreign demand, there are 33,000 taxis, and 452 helicopters (the largest fleet in the world), and 272 heliports in the city of São Paulo. One can even schedule a unique scenic flight across the sky of the metropolis at the São Paulo Flying Club, located on the Campo de Marte.

The city also stands out in gastronomy, in shopping options and in its hotel network, which is the largest in the country, including ten five-star hotels. Fasano, located in Jardins district, the most upscale traditional neighborhood of the city, offers lodging of up to115 m², and among the "basic" items, it provides 500 thread count Egyptian linens bed sheet and towel warmer. It is also located at this address the traditional Italian restaurant, which holds the same name, one of the most awarded of the city.

Also based in Jardins, Emiliano has a spa and a heliport, and its guests have at their disposal, a pillow and cosmetics menu – a complete line inspired by the Atlantic Forest and produced specifically for this hotel. Another option in the same neighborhood is the five star hotel Renaissance São Paulo, located on a street parallel to Avenida Paulista. Besides all the pampering and facilities, the panoramic view of the city deserves a highlight. Tivoli Mofarrej, also in the neighborhood of São Paulo's most famous avenue, has a view to the Parque Trianon, a preserved area of the Atlantic Forest in the heart of the city. This hotel offers the largest presidential suite in Latin America of 750m², the Elements Spa, the luxury Asian spas from Banyan Tree, and an orange colored swimming pool in their facilities.

The Unique, a design-hotel designed by the renowned Brazilian architect Ruy Ohtake, draws attention to the metropolis landscape for its shape of an inverted arch. The armchairs of the lobby are signed by the internationally renowned designers the Campana brothers, and the staff wear uniforms signed by Alexandre Herchcovitch, one of Brazil's most acclaimed designers. Another attraction of the hotel is the bar and the Skye restaurant and its famous panoramic view.

There are dozens of restaurants in the high gastronomy category, led by internationally renowned chefs. It houses six of the top 50 restaurants in the world, including the DOM (considered the sixth best in the world, according to Restaurant magazine).Another restaurant in São Paulo that is included in the world's best list is the Maní, with contemporary cuisine, led by the couple Helena Rizzo and Daniel Redondo.

Opened in July 2012, the Attimo, from Chef Jefferson Rueda, is a restaurant that has been standing out in the gastronomy scenario and drawing the attention of Brazilian specialized media since its opening. Its menu features a mix of Italian cuisine and food from São Paulo countryside.

Having a dinner at the Japanese Restaurant Jun Sakamoto is one of the experiences that cannot be left out. The main sushiman of Brazil, who gives its name to the establishment, serves only eight meals per night. Therefore, to experience the delicacies, it is necessary to make a reservation.

With stunning views, in addition to the great food, two addresses must be part of gastronomic luxury in the city. The first is the Figueira Rubaiyat, located in Jardins, which takes its name from the majestic fig tree in the middle of its lounge. The second is the restaurant Terraço Itália, a home of Italian cuisine located on the 34th floor of a building in city old downtown.

For shopping, São Paulo is in tune with the latest global trends. It´s also located in São Paulo´s capital the most sophisticated malls in the country with boutique shops of famous national and international names, and also, many leisure options, such as latest generation movie theaters with service of excellence, often done by concierges.

Opened in less than a year, the JK Iguatemi mall has already been established as a point of mandatory shopping for anyone looking for international brands and exclusivity. This mall features the exclusive shops in Brazil of the brands AWStore, Bottega Veneta and Coach, and also the Amsterdam Sauer Jewelry and Chanel Parfums & Beauté. The JK Iguatemi mall has also the first 4DX movie theater of Brazil, which generates 20 different effects and sensations, including movement, water, odor, wind and lighting. The seats of all screens are in Italian leather, and besides the traditional popcorn, you can taste the shrimp cocktail and salmon canapés.

At the Vila Olímpia mall movie theater, Chef David Eleutério signs the menu, with popcorn with special sauces, plus the Mexican nachos and bagels. The very comfortable seats of the screens are lined with leather, with 71 cm width against the 58 cm of the ordinary screens.

The highlights of Shopping Cidade Jardim are Cartier and Gucci stores. And in the movie theater, the menu offers popcorn covered with special sauces and a number of different delicacies that can be delivered at your seat by a waiter, before the movie starts. With an imposing architecture, the mall has a lounge with an inside garden and includes the brands such as Canali, Cartier, Dior, Emilio Pucci, Gucci, Jimmy Choo and Noir, Le Lis.

Other brands such as Blow Up, Tommy Hilfiger and Guess are part of the traditional shopping itinerary in São Paulo, located at Rua Oscar Freire, in Jardins district, and considered the eighth most luxurious street in the world for being one of the city’s finest quiet areas. Classical and modern brands can be found in its surroundings.

There are also many spas spread out around the city, where it is possible to have an aesthetic or health treatment. Some options are Amanary, with the Shirodhara as its flagship, the ayurveda technique of applying a continuous thread of warm oil on the forehead to help balance the right and left side of the brain. At the Hara, the highlight is the wine therapy, a wine bath in the hot tub('ofurô') that can be done alone or in two. The Sett Nandi Coaching Spa has among its therapies the Lomilomi, Hawaiian method that uses the touch for healing physical trauma, relieving stress, managing pain, improving circulation. At the Elements Spa by Banyan Tree, the main treatment is the Royal Banyan, which includes skin exfoliation, Thai Acupressure Massage, which relieves tension from the body, the Banyan Herbal Pouch Massage, which uses a herbal-based bag dipped in sesame oil to improve blood circulation and relieve muscle tension, foot- bath and sauna.

Throughout the year, São Paulo also promotes several events, such as the Casa Cor, São Paulo Fashion Week, Atualuxo, among others. In November, three events related to fashion, luxury and design stir the city. One of these events, held at the Alameda Gabriel Monteiro da Silva, one of the main addresses for decoration in Brazil, came to open the decoration and luxury quadrilateral in the city, which links the Avenida Faria Lima (where the Iguatemi shopping mall is located), Rua Oscar Freire, through Gabriel Monteiro and Avenida Europa, where the shop windows display Porsches, Mercedes, Maseratis and Ferraris.

The energetic nightlife, considered the 4th best in the world, complements the luxury itinerary in São Paulo, according to CNN poll. Choices are many and they please different tastes and styles. In Pinheiros, the bohemian neighborhood of the capital, there is the Bar Secreto. With a modern decor, it has itinerant parties and DJs from all over the world. Madonna and Bono have already been there.

The Lions Nightclub also features a fashionable style. Located in the downtown area, it has a balcony overlooking the downtown. The programming is eclectic and there are nights dedicated to rock, jazz, black music, among others. The Club A is one of the most exclusive nightclubs in the city. Some regulars pay an annuity. Besides the members, only guests and those one who are willing to pay at least R$ 300 can enter the club.

A qualified cultural programming is also an outstanding attraction, with large international shows, gigs and concerts, in addition to museums that reflect the refinement of architectural creations of the capital.

The world of arts and entertainment also boils in São Paulo. A cultural center in Latin America, São Paulo has125 museums, 280 movie screens, 146 libraries and 39 cultural centers, in addition to many festivals and fairs that take place in its streets. Moreover, the city has 164 theaters. They are spaces for plays and shows of all artistic natures, ranging from super productions of Broadway musicals to avant-garde theater.

The historic Teatro Municipal, one of the most traditional theaters of the city, has several attractions in its programming, including periodic presentations of the Municipal Symphonic Orchestra, MPB artists (Brazilian Popular Music) and the Balé da Cidade de São Paulo (São Paulo City Ballet). Another reference for the erudite is the Sala São Paulo, where classical music performances of OSESP orchestra (Symphonic Orchestra of São Paulo) take place. To receive big productions, the capital has the Teatro Renault, which has already hosted The Lion King, The Phantom of the Opera, Miss Saigon and The Addams Family, among many others, and the Teatro Alfa, which hosted musicals like My Fair Lady.

With about 40 cultural centers, there are shows, performances, courses, debates and workshops on all art forms everyday. The spaces amaze their audience with their architecture and decorations. Good choices includeCasa

das Rosas –Espaço Haroldo de Campos de Poesia e Literatura (Poetry and Literature) – is one of the temples of poetry and art in São Paulo, located at the beginning of Avenida Paulista – and the Centro Cultural Banco do Brasil, with more than four thousand square meters of exhibition halls, cinema, theater, auditorium, shops and cafeteria.

Dozens of galleries are distributed along the city, many of them in Jardins, with the most varied types of art, And there are lots of workshops as well, many of them in the bohemian neighborhood of Vila Madalena. Retail stores that value the design multiply increasingly, especially in the vicinities of ??Rua Gabriel Monteiro da Silva. For fashion, new fashion designers often arise in São Paulo reinventing, mixing, aggregating and transforming. Theatre, movie theater, and music of all styles are absolutely everywhere and give more life to a city that values ??diversity and brings new sensations.

There are also traditional spaces of the city that host international and very luxurious events. The Jockey Club is one of them, which besides the horse races, holds events such as Casa Cor; and the Autódromo de Interlagos, which in addition to host the Formula 1, has shows and others.

All this cultural effervescence and diversity of leisure options provide Brazilian and foreign tourists with an intense experience in this entertainment hub entertainment, and fun and satisfaction are guaranteed.