PURA VIDA - Summer Programme in Kitzbühel

Pure joie de vivre while strolling through the town centre as well as the shops in the Gamsstadt.

26.07.2022 / As a real highlight of PURA VIDA Kitzbühel, which takes place every Thursday during the summer months of July and August, there is the opportunity to stroll through the shops in Kitzbühel's city centre in the evening on three different dates and enjoy the summer nights in a very special flair.

2nd edition of PURA VIDA Kitzbühel in summer 2022
As a successful continuation of last year's event format, on Thursdays from 07 July to 25 August 2022, Kitzbühel's town centre will captivate visitors with a true summer night feeling every week from 4pm to 10pm. From street art and live music to yoga in the park and an extensive children's programme, there will be plenty on offer, allowing locals and guests alike to experience carefree fun. In addition, the specially created PURA VIDA summer drink can be enjoyed with alcohol as well as in an alcohol-free version in several cafés and bars - the recipe can also be tried out at home.

Evening shopping in Kitzbühel's city centre
As part of PURA VIDA, many of the shops in Kitzbühel's city centre will be offering tempting offers such as raffles, sales and much more on three Thursday evenings during Night Shopping. On 28 July, 18 August and 25 August, the participating businesses Beluna Fashion, Bogner, Country Classics, Dewalds Weinladen, Edelwelt Kitzbühel, Etz Schuhe & Sport, fRanZ Lifestyle Shop & Café, Kitzbüheler Gwand, Lacoste, Messner Schmuck & Uhren, Peak Performance, SMS Rinascimento and the KITZ Galleria will be open until 9 p.m. and invite you to shop. In addition, the new children's clothing shop concept12kids will be officially opened in the KITZ Galleria on 28 July.

TIP | PURA VIDA Specials: Those who come in white tennis socks on 28 July or in traditional costume on 4 August may taste the PURA VIDA Summer Drink 2022 free of charge as a shot at Hillinger from 19:00 to 21:00.

In addition, every Thursday there is a -20% sale on favourite products that vary weekly in the KitzShop:

:: 28 July | Kitzbühel Memory | EUR 18,00
:: 04 August | Gams Ice Cubes | EUR 16,00
:: 11 August | Babybody | EUR 25,00
:: 18 August | Shield Cap | EUR 15,00
:: 25 August | Shot glasses per piece | EUR 11,00

All details about PURA VIDA Night Shopping

:: 28 July | 18 August | 25 August | until 21:00 hrs in each case
Participating shops
:: Beluna Fashion
:: Bogner

:: Country Classics | Raffle & Sale
:: Dewalds Wine Shop
:: Edelwelt Kitzbühel
:: Etz Shoes & Sport
:: fRanZ Lifestyle Shop & Café
:: Kitzbüheler Gwand
:: KITZ GALLERIA | SALE: concept12, s.Oliver, Kitzglück, Oui, Timberland, Palmers & opening of new kids shop concept12kids on 28 July
:: Lacoste
:: Messner Jewellery & Watches | PURA VIDA bands for sale
:: Peak Performance | Raffle on all 3 days & Caricature Vernissage on 26 August
:: SMS Rinascimento | Presentation of the autumn collection & 30% summer sale

All information about PURA VIDA Kitzbühel can be found at puravida.kitzbuehel.com

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