



A PROPER SHOPPER'S GUIDE TO WATERFORD CITY



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THE BEST OF WATERFORD AT YOUR DOORSTEP

Do everything worth discovering, all within walking distance of Dooley's Hotel!

One of the best things about staying at Dooley's Hotel is that Waterford's shopping scene is right on your doorstep. Forget taxis and parking meters – the city's compact centre means you can wander at your own pace, coffee in hand, and discover everything from independent boutiques to Irish institutions.

This isn't a guide to endless retail parks or chain stores. It's a collection of places that locals genuinely use and visitors often remember long after they've gone home.

Happy browsing!



DEPARTMENT STORES

A little bit of everything!

Shaws Department Store

📍 The Quay (2-minute walk)
A Waterford institution since 1852, Shaws is still independently owned and remains one of Ireland's best-loved department stores. Fashion, beauty, homewares, gifts and a surprisingly good selection of Irish brands all sit under one roof. Reliable, welcoming and ideal for a leisurely browse.

Penneys

📍 Barronstrand Street (5-minute walk)
No Irish shopping guide would be complete without Penneys. Whether you've forgotten a rain jacket, need an extra suitcase for souvenirs or simply fancy a guilt-free browse, it's practical, affordable and always busy.

Carraig Donn

📍 City Square Shopping Centre (5-6 minute walk)
A popular Irish retailer offering a stylish mix of fashion, jewellery, homeware and gifts. You'll also find Irish knitwear, fragrances, accessories and a selection of locally inspired souvenirs, making it a great stop for both practical shopping and thoughtful gifts.



BOOKS, GIFTS & IRISH FINDS

Perfect for meaningful souvenirs and unique local treasures!

The Book Centre

📍 Barronstrand Street / John Roberts Square (5-minute walk)

An independent Irish bookshop packed with books, stationery, greeting cards and thoughtful gifts. The Irish history and local interest sections are particularly strong, making it an excellent stop for visitors looking to learn more about Waterford.

Bookstation

📍 City Square Shopping Centre (5–6 minute walk)

A great-value book and stationery store carrying a wide selection of bestselling books, kids' titles, notebooks, cards and everyday stationery. It's ideal if you're looking for an easy read or a last-minute gift.

Card Factory

📍 Barronstrand Street (5 minute walk)

A handy stop for cards, gift bags and affordable gifts, particularly useful if you're celebrating a special occasion during your stay.

Dubray Books

📍 City Square Shopping Centre (5–6 minute walk)

One of Ireland's best-known bookshops, offering a wide selection of bestselling fiction, non-fiction, children's books and Irish interest titles.



BOOKS, GIFTS & IRISH FINDS

Jackson Antiques

📍 Henrietta Street (6-8 minute walk)

A long-established antique shop offering a fascinating collection of vintage furniture, silver, jewellery, porcelain, artwork and decorative treasures.

Irish Handmade Glass Company

📍 Kite Design Studios (6-7 minute walk)

Discover beautifully handcrafted crystal and glassware created by skilled Irish artisans. From elegant vases and bowls to distinctive gifts and home décor, it's an excellent place to find a unique piece of Irish craftsmanship to take home.

John Palmer Music Centre

📍 George's Street (5 minute walk)

A well-established independent music shop offering a wide range of musical instruments, sheet music, accessories and equipment for musicians of all levels.

The Magpie Collective

📍 Bailey's New Street (7-8 minute walk)

A creative Irish design and craft store showcasing a curated selection of handmade gifts, artwork, jewellery, homewares and locally produced artisan pieces. It's a great stop for unique, contemporary Irish souvenirs with a strong focus on independent makers and small-batch design.



BOOKS, GIFTS & IRISH FINDS

Hallmark Jewellers

📍 City Square Shopping Centre (5-6 minute walk)

A long-established family jeweller offering an elegant selection of watches, fine jewellery and giftware. Whether you're searching for a special keepsake or a timeless gift, you'll find quality pieces to suit a range of styles and budgets.



G.L. Ryan Jewellers

📍 Barronstrand Street (5-minute walk)

A traditional independent jeweller offering a selection of gold and silver jewellery, watches, and gift pieces - known for friendly service and classic styles



The Jeweller

📍 Blackfriars (5-6 minute walk)

A contemporary jewellery store featuring a wide selection of rings, necklaces, bracelets, earrings and watches.



Harlow Fine Jewellery

📍 Bailey's New Street (7-8 minute walk)

A boutique jeweller specialising in fine diamonds, luxury watches and beautifully crafted jewellery.



Gene O'Shea Irish Silver Design

📍 Kite Design Studios (6-7 minute walk)

A family-run Irish jewellery workshop renowned for handcrafted sterling silver jewellery inspired by Celtic heritage and contemporary Irish design.

Lovisa

📍 Barronstrand Street (5-minute walk)

A popular fashion jewellery store offering a wide selection of on-trend earrings, necklaces, rings, bracelets and hair accessories, at affordable prices,

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CRAFTSMANSHIP & WATERFORD HERITAGE



Take a piece of Waterford home!

Waterford Crystal Retail Store

📍 The Mall (10-minute walk)

Alongside the factory tour, the retail store offers everything from world-famous crystal pieces to smaller keepsakes and gift items. A classic Waterford souvenir and a wonderful place to find a special gift.

Viking Triangle Shops & Craft Spots

📍 The Mall, Cathedral Square & surrounding streets (7-9 minute walk)

A compact historic district full of small galleries, craft studios and independent gift shops. This is the best area in Waterford for locally made jewellery, artwork, ceramics and Viking-inspired souvenirs. Many shops are tucked into historic buildings, so it's worth simply wandering and seeing what you discover along the way.

CC Creatives

📍 Viking Triangle (7-9 minute walk)

A small independent studio showcasing contemporary Irish design, including artwork, prints, gifts and handcrafted pieces. CC Creatives focuses on modern, locally inspired work, making it a great stop for unique souvenirs that go beyond traditional Waterford crystal or standard tourist gifts.

CLOTHING & BOUTIQUES



A stylish mix of fashion, accessories and independent boutiques in the heart of Waterford's city centre.

Evolution

📍 Great George's Street (5 minute walk)

A contemporary fashion store offering clothing for both men and women, blending everyday staples with seasonal statement pieces. It's the kind of place where modern style meets easy wearability, making it a reliable stop for updating your wardrobe in the city centre.

Heroes

📍 Barronstrand Street (5 minute walk)

A menswear-focused store built around relaxed, wearable style—think denim, casual layers and well-chosen brands that feel current without trying too hard.

Phelans Shoes

📍 Great George's Street (5 minute walk)

A long-established footwear shop offering shoes for all ages, from practical everyday comfort to smarter occasion styles.

The Hanger Boutique

📍 George's Street (5 minute walk)

A relaxed independent boutique stocking women's clothing and accessories. It's the kind of place where you'll find pieces with personality rather than high street sameness—exactly what makes Waterford's shopping scene worth exploring.

CLOTHING & BOUTIQUES



Petit Cheri

📍 Patrick Street (5-6 Minute walk)

A stylish womenswear boutique with a polished, feminine feel, offering outfits that work just as well for day-to-day wear as they do for dressing up.

Alfie Hale Sports

📍 Patrick Street (5-6 Minute walk)

A trusted sports store supplying footwear, training gear and equipment for everything from casual fitness to team sports. It's practical, well-stocked and geared toward keeping you active without overcomplicating things.

Shoobaloo

📍 The Quay (4-5 minute walk)

A playful children's boutique offering clothing, shoes and gifts designed with comfort, colour and everyday practicality in mind. It's a bright, easy stop for little wardrobe essentials.

Muse

📍 The Quay (4-5 minute walk)

A trend-led womenswear boutique with a focus on effortless style—mixing casual pieces with outfits that work for evenings out or special occasions. It's fashion-forward without feeling over the top.

Kellys

📍 The Quay (3-4 minute walk)

A traditional clothing and footwear store offering dependable everyday fashion for men and women. It's the kind of steady, familiar shop that focuses on practicality, comfort and value.



Orchid Boutique

📍 Conduit Lane (5–6 minute walk)

A womenswear boutique specialising in elegant occasion pieces, from dresses to carefully styled outfits for events. It's a go-to for when you want something a little more refined.

Jenny Shoo Boutique

📍 Arundel Square (5–6 minute walk)

A fashion and footwear boutique combining stylish clothing with statement shoes and accessories. It has a confident, contemporary feel with a focus on putting outfits together rather than just selling pieces.

Adira

📍 City Square Shopping Centre (5–6 minute walk)

A modern womenswear boutique offering standout pieces and fashion-led styles that feel bold but wearable. It's ideal for finding something that lifts a wardrobe beyond the basics.

Fitzgeralds

📍 Barronstrand Street (5-minute walk)

A long-running local store offering clothing and footwear with a mix of classic styles and everyday essentials. It's dependable, familiar and rooted in traditional retail values.

Fitz U

📍 The Quay (4–5 minute walk)

A younger-focused fashion store built around casual, trend-aware clothing with denim, basics and seasonal staples. It's easy-going, affordable style aimed at everyday wear.

FOOD & DRINK SPECIALISTS

Edible souvenirs always go down well!

Carter's Chocolate Café

📍 Barronstrand Street (5 minute walk)

A long-standing city centre café known for coffee, homemade cakes, desserts and light bites. Carter's is a popular stop for shoppers looking for a quick break or a sweet treat while exploring Waterford's main retail streets.

Seagull Bakery

📍 Patrick Street (5-6 minute walk)

An artisan bakery and café loved for its freshly baked sourdough, pastries, cakes and excellent coffee. Whether you're stopping in for a leisurely breakfast, picking up a sweet treat, or taking home some freshly baked bread, it's a wonderful place to experience local flavours in a relaxed setting.

Thomas Maher Bar

📍 O'Connell Street (2-minute walk)

A historic Waterford pub dating back to 1886, known as the home of the famous Whiskey Mac. Alongside its traditional bar atmosphere, it produces its own house whiskey blends and bottled signature drinks, making it a distinctive stop for something uniquely local to take away.

Henry Downes

📍 Thomas Street (4-5 minute walk)

One of Waterford's oldest pubs, famous for its traditional character and in-house No.9 whiskey blend. A deeply rooted local institution where heritage and craft spirit production come together, offering bottled whiskey products that reflect the city's long brewing and blending tradition.





Waterford has a lively calendar of markets and seasonal events that bring the city centre to life throughout the year. From weekly local produce to major festivals, there's usually something happening just a short stroll from Dooley's Hotel.

Waterford Farmers' Market

📍 John Roberts Square

A popular weekly market offering fresh local produce, baked goods, artisan cheeses and street food. A great Saturday morning stop to experience local life in the city centre.

Winterval (November–December)

📍 City Centre & Viking Triangle

Ireland's largest Christmas festival transforms Waterford into a winter wonderland. Expect festive markets, craft stalls, street food, light shows, live entertainment and family events throughout the city centre.

Waterford Festival of Food (Spring)

📍 City & Dungarvan

A major annual food festival celebrating local producers, chefs and artisan food culture. While events are spread across the region, Waterford city often hosts tastings, markets and special dining experiences.



Spraoi Festival

📍 City Centre (August Bank Holiday weekend)

Waterford's flagship street arts festival featuring parades, live performance, music and spectacular street theatre across the city.

Imagine Arts Festival

📍 Various city centre venues (October)

A multidisciplinary arts festival showcasing theatre, visual art, music, literature and experimental performance in intimate city spaces.

Waterford Harvest Festival

📍 Viking Triangle & City Centre (September)

A major food festival celebrating Irish producers, artisan food, chef demos and tasting events across the city.

Summer in the City

📍 Apple Market, John Roberts Square & Viking Triangle (June–August)

A free outdoor summer series of live music, family entertainment and street performances in key city centre locations.

SOME TIPS BEFORE YOU HEAD OUT

- Everything featured here can comfortably be reached on foot from Dooley's Hotel.
- Most independent shops close earlier on Sundays, so it's worth checking opening times.
- Bring an extra shopping bag – you'll probably need it.
- Take time to wander the side streets around George's Street and John Roberts Square. Some of Waterford's best discoveries happen by accident.

Waterford won't overwhelm you with endless shopping centres – and that's exactly its charm. What you'll find instead are family-run businesses, independent retailers and passionate local makers who genuinely care about what they sell.

Slow down, have a browse, chat with the people behind the counters and enjoy discovering a side of Waterford that many visitors miss.

Happy shopping from all of us at Dooley's Hotel!



Est. 1947

Dooley's Hotel

Waterford Ireland

WE LOOK FORWARD TO
WELCOMING YOU!

BOOK NOW

