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Alpharetta Set To Host 10th Annual European Market

A little bit of Europe in Awesome Alpharetta - all under one big tent, Sept. 18 - 19

ALPHARETTA, GA - (September 2, 2021) – Alpharetta’s [European Market](#) is set for September 18 - 19, in Downtown Alpharetta. Shoppers will find more than 40 of the best artisans showcasing an eclectic ensemble of vintage style home décor, furniture, works of art, handcrafted jewelry, one-of-a-kind finds, fashion clothing, accessories, gifts and unique treasures. For two days only, all under a large tent on the corner of Milton Avenue and Canton Street, the city will transform into a scene echoing lively European open-air markets. The market is open from 10 a.m. to 6 p.m. on Saturday, Sept. 18 and 11 a.m. to 5 p.m. on Sunday, Sept. 19.



European cities such as London, Paris and Brussels are famous for their open-air markets. While a trip overseas is enticing it can be costly and time consuming, Alpharetta’s 10th annual European Market brings the boutique market experience right here to the Southeast.

“We love Alpharetta - with all the businesses and new residences that are in the 2-block area around the event, it makes for the perfect place for this type of event,” said Tina Soucie, market curator. “I look all year to find the most exciting collection of artisans, gatherers and merchants whose sole passion is to mix old with new and create and craft unique treasures for you and your home. Prepare to be WOW’d when

you walk into the tent. We are so excited to be back and celebrate our 10th year with this incredible community!”

The fun doesn’t stop at the European Market. Alpharetta is known as a shopping paradise and visitors can plan to spend the entire weekend exploring the city’s more than 250 shops and boutiques. With three distinct shopping districts conveniently located within one mile of each other, Alpharetta makes it so simple for visitors to hit all the city’s premier shopping in one weekend. After strolling through the European Market, shoppers can pop into some of Downtown Alpharetta’s charming boutiques like Magnolia Moon, La Bella Maison and All Inspired Boutique, just steps from the market. Only a quick drive from downtown, the vibrant and luxurious community of Avalon has a wide range of shops including Chanel, Peter Millar and Scout & Molly’s to keep fashionistas up to date with all the new trends. With more than 100 retailers such as Von Maur, Society Boutique and K Squared Artisan Boutique, the North Point district has all the well-known brands needed for the ultimate shopping spree, as well as several locally owned spots.

“We search all over the country looking for events like the European Market in efforts to ask them to select Alpharetta as its next location for their very special event,” said Janet Rodgers, President and CEO of the Alpharetta Convention and Visitors Bureau. “Since Alpharetta is known as a shopping paradise where visitors can plan to spend the entire weekend exploring the city’s more than 250 shops and boutiques, the European Market is a perfect fit. We appreciate Tina selecting Alpharetta to host her European Market and we love having that European feel of an open-air market in Downtown Alpharetta with people walking, talking, shopping and having fun in our awesome city.”

Alpharetta is also the ideal place to develop an appreciation for European eats year-round. The city has become a premiere dining destination in the Southeast featuring almost every cuisine imaginable at over 200 eateries and restaurants. For suggestions on a full Alpharetta weekend culinary itinerary, please visit: [https://www.awesomealpharetta.com/wp-content/uploads/2021/06/Itineraries DINING.pdf](https://www.awesomealpharetta.com/wp-content/uploads/2021/06/Itineraries_DINING.pdf).

To further elevate the experience of the weekend, the Alpharetta Farmers Market is open from 8:30 a.m. – 12 p.m. on Saturday, Sept. 18. Visitors will find over 60 local vendors at the Farmers Market just across the sidewalk from Alpharetta’s European Market. Fresh, local produce, artisanal cheeses, handcrafted jams and golden locally sourced honey are just a few ways event attendees will be transported across the pond without ever leaving the heart of Georgia.

To view additional photos and video from European Market visit: https://www.dropbox.com/sh/2ur3jtz2dq3chuu/AABwH7nsVQ7DTrW_Lk_wUFSua?dl=0

Alpharetta Convention and Visitors Bureau

The Alpharetta Convention and Visitors Bureau serves as the official Destination Marketing Organization for the city of Alpharetta, Ga. With so much to do, why not stay the weekend? Book a hotel stay at one of the Alpharetta’s 30 modern and upscale hotels directly at www.awesomealpharetta.com. Alpharetta was recently named “One of the South’s Friendliest Cities” by Southern Living Magazine and “One of the Best Places to Visit in Georgia” by Vacationidea.com.

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