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Unwrap the Magic In Alpharetta, GA

Explore Alpharetta's 250+ distinctive shops and festive events throughout the city this holiday season

ALPHARETTA, GA - (Nov. 2, 2021) – It truly is the most wonderful time of the year! With the chill in the air and the magic of the season, visitors will find plenty of holiday fun in Alpharetta! Shoppers can find exquisite gifts for everyone on their list by heading to more than 250+ shops located throughout the city in three distinct shopping districts of Avalon, North Point and Downtown Alpharetta - all within one mile of each other. Alpharetta is a one-stop locale for finding all the perfect presents for everyone on their gift list. The city also offers a spectacular array of events ranging from fireworks, tree lightings, life-size nutcrackers, open air markets, ice skating and Santa sightings galore. Alpharetta invites visitors to get into the spirit of the holidays and “[Unwrap The Magic In Alpharetta, GA](#)” this November and December.



“Alpharetta is a magical city all year-round, but it is even more evident by the merriment in the air during the holiday season,” said Janet Rodgers, President and CEO of the Alpharetta Convention and Visitors Bureau. “As you stroll through the city, the twinkling lights, glistening decorations, amazing shopping, friendly people and cheerful events will immerse you in the spirit of the holidays. I invite you - and your family and friends to visit, stay, shop and unwrap the magic in Alpharetta during this special season.”

Three-Day Getaway To Unwrap The Magic Shopping Itinerary

To help navigate the abundance of retail therapy available in the city, this three-day holiday shopping itinerary is a go-to guide to getting all the holiday gifts checked off.

Day 1

Carve out a day to experience everything Avalon has to offer. Avalon is a walkable, resort-style destination for premiere shopping and dining. Grab a drink to-go from one of 20+ restaurants to sip while strolling Avalon's Boulevard, then shop over 60 stores throughout the resort-style community. Stop by Alter'd State, Monkee's or Sundance for high-quality fashion. Athleta and Lululemon have all the gifts for fitness buffs. Browse through Janie and Jack for stylish kid's apparel. Don't forget the guys with picks from High Country Outfitters, Bonobos, Orvis and Peter Millar. Chanel and Sephora offer up exquisite beauty selections. Posman Books has a vast selection of books for avid readers.

Day 2

The North Point area makes every shopper merry with merchants inside [North Point Mall](#) and along North Point Parkway. The district features crowd-favorite stores as well as trendy boutiques. Find feminine fashion boutiques like Versona and Society Boutique – they have something for every personal style along with crowd pleasers like REI, Nordstrom Rack and Macy's. Spice up the home décor items at Sugarboo & Co. Discover adorable accessories for the gals at K Squared Artisan Boutique.

Day 3

Wander the sidewalks amongst the holiday lights to browse over 35 quaint boutiques in [Downtown Alpharetta](#). Search for timeless home decor at Belso Home Studio, Urban Hardware or The Porch on South Main. Style the guys with attire from Clothes Horse Men's Apparel or Alpharetta Outfitters. Moops Boutique and Southern Local feature resplendent fashion and accessories to pair with it. Find relaxing gift items at Korner Soak for those who need to unwind. Comeback Vinyl offers unique records for the music lover on the list.

Celebrate wondrous finds this holiday season with yuletide cheer. Alpharetta allows shoppers to bring home treasures of every kind to wrap up in boxes and bows! Visit awesomealpharetta.com/shop for a full list of Alpharetta shops and boutiques.

[Upcoming Alpharetta Events \(November - December 2021\)](#)

There is always something fun happening in Alpharetta. Check out some of these events happening all around the city this November and December:

- [Dino Safari: A Walk Thru Adventure](#), Nov. 19 – April 8
Location: North Point Mall, 1000 North Point Circle, Alpharetta, GA
Dinosaurs are taking over Alpharetta! Grab a prehistoric passport and join over 30 giant moving dinosaurs in a walk thru safari at Dino Safari, a dino adventure for the whole family. Get up-close-and-personal with fascinating prehistoric creatures from the mighty T. rex to the giant Spinosaurus while you learn how dinosaurs evolved over time, where they lived, and much more! Ticket admission required.
- [Avalon On Ice](#), Nov. 21 – Jan. 17
Location: Avalon, 400 Avalon Blvd., Alpharetta, GA
Ice skate on Avalon's Rockefeller Center-inspired ice-skating rink in The Plaza. Watch for theme nights and enjoy warm tasty treats rink side. Hours vary by day of the week and school holidays. Ticket admission required.
- [The Lighting of Avalon](#), Nov. 21: 1 – 8 p.m.

Location: Avalon, 400 Avalon Blvd., Alpharetta, GA

Get in the holiday spirit during the annual Lighting of Avalon. Featuring holiday performances and entertainment, activities, the opening of the ice-skating rink and the magical arrival of Santa, this unforgettable evening has something for everyone. Free admission.

- [Black Friday & Small Business Saturday](#), Nov. 26 – 27

Location: Throughout Alpharetta, GA

Experience the two largest shopping days of the year for the holiday season at Alpharetta's 250+ shops and boutiques in the three distinct shopping districts of Avalon, North Point and Downtown Alpharetta.

- [Publix Aprons Cooking School Gingerbread House Classes](#), Nov. 26-28, Dec. 4-5, 12, 18-19

Location: Publix Aprons Cooking School, 4305 State Bridge Road, Alpharetta, GA

Forgo the mess at home and bring the family to Publix Aprons Cooking School to decorate a gingerbread house this year! Publix Aprons Cooking School provides the materials – attendees bring their creativity and holiday spirit! Class registration required. \$75 for one adult and up to three children per registration.

- [Menorah Lighting at Avalon](#), Nov. 28: 5-6 p.m.

Location: Avalon, 400 Avalon Blvd., Alpharetta, GA

Join Avalon and Chabad of North Fulton for a Chanukah celebration this holiday season! Guests are invited to the Boulevard to kick off the first night of Chanukah with a traditional Menorah lighting ceremony. Free admission.

- [Season of Celebration](#), Dec. 3, 10 & 17 (First three Fridays In Dec.): 5 – 9 p.m.

Location: Downtown Alpharetta, 2 Park Plaza, Alpharetta, GA

The city of Alpharetta will be hosting the Season of Celebration the first three Fridays in December, with the annual tree lighting taking place on Dec. 3 at 6:30 p.m. Activities will vary each week, and may include falling snow, photos with Santa, caroling, and various family photo opportunities with the life-sized Alpharetta Nutcrackers which will be located around downtown. Free admission.

- [Arts Alpharetta Artists Holiday Market](#), Dec. 3-4: 10 a.m. – 6 p.m.

Location: Alpharetta Arts Center, 238 Canton Street, Alpharetta, GA

Arts Alpharetta is hosting its second annual Holiday Artists Market again inside the Alpharetta Arts Center! Give the gift of art this holiday season. Free admission.

- [Noon Year's Eve](#), Dec. 31: 11 a.m. – 1 p.m.

Location: The Hotel at Avalon & Alpharetta Conference Center, 9000 Avalon Blvd., Alpharetta, GA

Kick off your New Year's celebration early and come out to Avalon's Noon Year's Eve Party at The Hotel at Avalon! This family friendly event invites partygoers of all ages to ring in the new year with live music, face painting, crafts, and a countdown to Noon with a balloon drop to welcome in the New Year! Ticket admission required.

Please visit <https://www.awesomealpharetta.com/calendar/> for the full list of Alpharetta events.

Finish the year on a merry and bright note by shopping and celebrating the holidays in Alpharetta, GA! Visitors can book an overnight stay at one of Alpharetta 30 modern and upscale hotels directly at awesomealpharetta.com.

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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