

## ***Distinct Christmas Shopping in Downtown Johnson City***

*by Bridgett Roberts, Executive Director  
Johnson City Development Authority*

Christmas is a time for friends, family, giving, and is filled with rich heritage and tradition. As the Christmas seasons kicks into high gear, shoppers are re-discovering downtown Johnson City as one of the most distinctive shopping experiences to be found in the entire region. Many locals of Johnson City remember growing up as a child and shopping downtown for their Christmas gifts. While storefronts have changed, the historic, traditional and unique appeal of downtown remains constant. Of nearly 170 businesses in the Main Street District alone, thousands of unique items are available to meet this year's Christmas list needs.

One of the most unique offerings is a fabric store that is only one of twelve in the entire country offering custom made designer fabrics such as Ralph Lauren and Waverly for interior decorating. With much of their business shipped to customers outside of the area, any local patron may walk in and purchase specialty gifts and fabrics in store for their holiday needs.

Another unique offering is found in a downtown ceramics shop. For a truly personalized gift, adults and children alike can spend an afternoon painting items such as vases and bowls, putting their own tastes in color and design, and further dating and signing their gifts. After personalizing, the ceramics are heated, preserving the personal touches for a truly timeless gift from the heart.

Other downtown shopping gift ideas include skateboards and BMX bikes, equipment, clothing and accessories, as well as diamonds, emeralds, sapphires and rubies all at wholesale prices. Incredible selection and unbeatable pricing make these downtown businesses unique from anywhere else. For a truly traditional gift, collectable coins and historic postcards are offered for the historian or the collector in the family. Stocking stuffers for holiday parties and prom events are found at unique tuxedo and bridal specialty stores found downtown. One of Johnson City's favored family specialty department stores remains downtown with upscale gift ideas ranging from clothing to beautiful broaches, jewels and other accessories. Most of the unique shops and boutiques downtown are open from 9 a.m. to 5 p.m., with special hours on weekends and holidays.

While enjoying a traditional downtown shopping experience, a variety of menus offered by 11 restaurants can be found in Johnson City's Historic Downtown District. From uniquely offered vegetarian dishes, to pizza's, taco salads and southern style home-cooking, downtown offers an eclectic and wide array of choices for lunch or dinner dining in the heart of Johnson City. Most restaurants are opened for both lunch and dinner, with a few opened early mornings for coffee and late night for those midnight munchies.

In the midst of all of the hustle and bustle of busy Christmas shopping, enjoy a peaceful and unique shopping experience in the historic heart of Johnson City. For a complete listing of shops and restaurants available in Downtown Johnson City, contact the Johnson City Development Authority at 207 East Main Street, Suite 1-B or by calling (423) 928-2988.