

## Building Holiday Traditions on East Passyunk Avenue

Heading into Philadelphia for a holiday shopping adventure doesn't have to mean battling the downtown crowds all vying for the same gifts off shelves and racks. You can easily find the perfect gifts without the hassle by making your way down to South Philadelphia's celebrated East Passyunk Avenue, where hundreds of independent retailers are conveniently nestled in between Craig Laban three- and four-bell restaurants, and along one of *Food and Wine Magazine's* "top foodie streets in America." From unique clothing boutiques, to independent crafters, to custom jewelers, East Passyunk has something for everyone on your list. Plus, while you shop, sip, and dine down East Passyunk, you can enjoy a month of festive events and activities during the annual Deck the Avenue campaign.

"East Passyunk Avenue is unlike any other street in the city, boasting a mile-long mix of old-school charm and new school hipness that makes the neighborhood more than just the



region's premier restaurant row," says Adam Leiter, Executive Director of the East Passyunk Avenue Business Improvement District. "The Avenue has truly become a premier shopping destination, and the holidays are a perfect time to experience what makes it shine."

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Take a look at this neighborhood that is already well known for its foodie-centric restaurants (and of course cheese steaks) and find more than just meals to satisfy holiday hunger. It doesn't matter where you begin on the Avenue, as the continuous stretch has hardly any lapse in businesses to check out.

For fashion-related shopping, be sure to check out modern boutiques like Miss Demeanor (1729 East Passyunk),

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## BUILDING HOLIDAY TRADITIONS ON EAST PASSYUNK AVENUE

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"Spending a day on East Passyunk will do more than simply help you check off gifts from your holiday list, it will give you



*Conveniently located on a mile-long diagonal street that stands apart from the typical Philly grid and from the typical shopping experience, East Passyunk is easy to reach from I-76 or I-95 and offers lots of options!*

an experience that we hope will become part of your family's annual traditions," adds Leiter. "Depending on which day you head down, there's likely to be any number of holiday events going on, from photos with Santa or a giant snow globe, to pop-up choirs, to story times for kids of all ages."

where you can find independently-made clothing and accessories located in a converted butcher shop. Just across the street you'll find three well-established purveyors of women's fashion in Mia Philadelphia (1748 East Passyunk), Carolyn Verdi Boutique (1746 East Passyunk), and Bianca Simone (1740 East Passyunk), each carrying gorgeous gowns, a range of accessories and curated couture. Of course, you can't forget about the guys, and the Avenue delivers for them as well. At Metro Mens Clothing (1600 East Passyunk) you can find the most up-to-date trending brands as well as local designers. And if anyone you know likes their style to include some tongue-in-cheek character, you need to hit up South Fellini (1507 East Passyunk) who have their fingers on the Gritty pulse of Philly sports, memes, and so much more.

Smaller items and stocking stuffers abound on the Avenue, whether you're looking for minimalist wood and stone watches from world-renowned Analog Watch Co. (1737 East Passyunk) or made-on-Passyunk jewelry including necklaces bracelets and accessories inspired by the iconic LOVE statue from Sermania Jewelry (1719 East Passyunk). There's also an abundance of hand-crafted goods and perfect gifts from stores like Nice Things Handmade (1731 East Passyunk) or Occasionette (1825 East Passyunk), or the cutest toys that you won't find at big box stores at Tildie's Toy Box (1829 East Passyunk), one of the most celebrated independent toy stores in the region. When it comes to finding the presents that will draw out the "where'd you find that!" comments from friends and family, East Passyunk has no equal.

Other gifts you won't find outside of East Passyunk Avenue include local spirits from Manatawny Still Works (1603 East Passyunk) and Pollyodd Fine Liqueurs (1908 East Passyunk), edible gifts like local-sourced honey and food products at Green Aisle Grocery (1618 East Passyunk), and exotic plants and creatures at Floral and Fauna (1724 East Passyunk).

Need to grab a bite between browsing? East Passyunk Avenue's restaurants are ready, with classic spots for pizza and other Italian favorites like Stogie Joe's Tavern (1801 East Passyunk) or Marra's (1734 East Passyunk), as well as newcomers like the always satisfying Redcrest Fried Chicken (1525 S. 11th Street). And brunch is never a bad idea, which the Avenue delivers to the highest degree. Don't miss out on Chhaya Café (1819 East Passyunk), Fond (1537 S. 11th Street), Pistolas Del Sur (1934 East Passyunk), or too many others to mention.

Conveniently located on a mile-long diagonal street that stands apart from the typical Philly grid and from the typical shopping experience, East Passyunk is easy to reach from I-76 or I-95 and offers lots of options whether you're looking for a specific type of store or gift, or simply want to browse and explore.

Find out more at [www.visiteastpassyunk.com](http://www.visiteastpassyunk.com) or 215-336-1455.

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