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Local Holiday Bazaar showcases area artisans, retailers

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Liberty Station will “Salute the Season” with an incredible array of festive events including the Local Holiday Bazaar on Sunday Dec. 3 from 11 a.m. to 5 p.m. The curated pop-up market, hosted by Jodie Alonso Jade Spalding, co-founders of The Local Bazaar, will showcase 100 artisan and local retail and specialty businesses.

Artisans and specialty boutiques from the Peninsula will spotlight an eclectic mix of handmade and vintage jewelry, hand-poured candles, home décor, fashion and accessories as well as products “not handmade.”

A jam-packed shopper’s paradise, featured under one roof, plans to “entertain the entire family” with live music, ‘make and take’ stations, a free photo booth and a free children’s do-it-

yourself craft table.

Hosts Alonso and Spalding tout Local Bazaar’s successful history of event marketing, including the Holiday Bazaar now in its second year. The idea was born and bred from the English duo “craving” an open market common throughout Europe.

“We craved – and created – a San Diego holiday market similar to what can be found in Europe,” said Alonso. “Liberty Station’s Holiday Bazaar is a market where you find a bit of everything, and not just handmade or vintage. Local and simply just fabulous items have a spot.”

The British team will present “a mix of stylish, fun and creative vendors boasting of special talents.” Spalding promises a variety of items to ensure “we’re not half full of the same thing.” Point Loma favorites include Wild Hearts & Halos – designer headbands – and Paper Tales, a craft paper and art supply store.

“We’re so excited to share Paper Tales with Liberty Station’s Holiday Bazaar,” said Michelle Magarian White, owner of Paper Tales. “The local market will give shoppers a chance to see a mini version of the products sold in our shop.”

Paper Tales, a boutique paper and art supply store, is among the many one-stop shopping plots. Designer papers, scrapbooks, journals, tags, charms and vintage furniture and sundries will be among many “perfect gifts.” And the do-it-yourself craft store promises its customers the guidance for crafting gifts for those who think “they have the time or the talent.”

“Paper Tales will show those who don’t believe they have the time or the talent to craft a gift how easy it really is!” continued White. “The Local Holiday Bazaar is a wonderful venue for a small business niche like Paper Tales to reach customers who may not know who we are. The event is an invaluable opportunity for us.”

Vendors are handpicked by Alonso and Spalding.

“We work endlessly to hand-pick, support and promote local vendors to build awareness of local brands,” added Alonso.

San Diego’s Ashley Wagner will perform Christmas holiday classics from the likes of Frank Sinatra and Ella Fitzgerald. And of course, Santa Claus will be taking gift orders.

The first 160 adult shoppers will receive a free beer from the Tap Truck. Enjoyable edibles will be found on the “Monster Trucks” offering sweets and treats including Meka Coffee, Hey Sugar Cookies, hot chocolate and Italian sodas.

Vendors will showcase their wares at the Corky McMillin Event Center, a stone’s throw away from the outdoor ice skating rink.

“Transforming into a holiday spectacle, Liberty Station invites San Diegans to partake in the joy of the season,” said Marco LiMandri, executive director of the Liberty Station Community Association.

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