

**MEDIA ADVISORY**

*Sparkle, Shimmer & Shine*  
**CHRISTMAS BOUTIQUE**  
**NOW OPEN**  
9 AM - 6 PM DAILY



**WHAT:**

Roger's Gardens is thrilled to announce the grand opening of its much-anticipated annual Christmas Boutique. As a pinnacle holiday shopping destination in Southern California, Roger's Gardens attracts over 1 million visitors between October and December each year. This unforgettable retail experience offers curated Christmas décor and one-of-a-kind artisan pieces that encapsulate the magic of the season.

**ABOUT THE CHRISTMAS BOUTIQUE:**

Immerse yourself in the festive wonderland of Roger's Gardens, Southern California's premier holiday shopping destination, attracting over 1 million visitors between October and December each year. This unforgettable retail experience showcases a unique blend of Christmas décor, from hand-turned wooden nutcrackers and intricately painted German Santas to exquisite Polish glass ornaments. Each piece is carefully selected and beautifully displayed to create an atmosphere of holiday enchantment.

Preparation for the Christmas Boutique begins over a year in advance, with the theme meticulously crafted by our Holiday Buyers and Lead Visual Merchandisers. Our team travels to Europe annually to source exclusive products, ensuring that each item reflects the highest level of craftsmanship and design. In the final weeks before opening, a dedicated team of visual designers transforms the space into a captivating showcase of 28 themed trees, adorned with over 800 ornament styles and more than 3,000 unique products.

**THEME:**

Celebrate the spirit of Christmas with Sparkle, Shimmer, and Shine! Explore our refined palette of apricot gold and pewter green decor, accented with twinkling lights and sparkling crystals. Cedar garlands, elegantly adorned with crystals,

add a contemporary touch. Bring Christmas to life with our handpicked collection of ornaments, garlands, wreaths, and gifts. Let our beautiful displays inspire your holiday decorating and fill your home with timeless elegance. Join us for an unforgettable Christmas Boutique experience and let your holiday celebrations sparkle with warmth and joy!

#### **MEDIA OPPORTUNITIES:**

- **Interviews** with Roger's Gardens' Head Merchant and Lead Visual Merchandisers to discuss the creative process and inspiration behind this year's theme.
- **Footage** of exclusive European Christmas products and themed boutique displays.
- **Guest Testimonials** capturing first impressions and reactions to the boutique experience.

#### **SEGMENT DIY STORY IDEAS:**

##### **Luxury Holiday Wreaths**

- **Segment Focus:** Teach viewers how to create an elegant holiday wreath using high-end materials like ribbon, shatterproof ornaments, and fresh or faux greenery.
- **Why It Works:** Wreath-making is timeless, but a luxury twist will attract viewers who want something elevated for their décor.

##### **Festive Christmas Tablescape**

- **Segment Focus:** Showcase how to create a stunning Christmas dinner tablescape using various elements depending on theme
- **Why It Works:** Viewers love a DIY tablescape that can elevate holiday entertaining while using easily accessible materials.

##### **Glamorous Holiday Centerpiece**

- **Segment Focus:** Show how to create a glamorous holiday centerpiece based on a theme/trend
- **Why It Works:** A glamorous, high-end centerpiece for the dining table or coffee table is a visually appealing DIY that feels upscale and festive.

##### **Holiday Planted Arrangement**

- **Segment Focus:** Show viewers how to create a beautiful holiday planted arrangement using festive plants like poinsettias, amaryllis, mini evergreens, and ivy, combined with decorative elements such as pinecones, ornaments, and fairy lights.
- **Why It Works:** This DIY combines gardening with holiday décor, giving viewers a chance to create a long-lasting, living centerpiece or arrangement that brings nature indoors for the season. It's a refreshing alternative to cut floral arrangements, adding greenery and festive flair in a personalized way and long-lasting arrangement.

### **Festive Floral Arrangements**

- **Segment Focus:** Teach how to arrange a holiday floral display using seasonal flowers, winter berries, and pine boughs for an elegant touch to the home.
- **Why It Works:** Floral arrangements are both decorative and easy to customize, giving viewers inspiration to bring nature into their holiday décor.

### **DIY Christmas Garland**

- **Segment Focus:** Demonstrate how to decorate a festive garland with natural greenery, eucalyptus, ribbons, and ornaments to drape over the mantel or staircase.
- **Why It Works:** Garland is a classic decoration and showing viewers how to make their own gives them a sense of ownership and creativity while adding a luxurious touch.

### **Decorate a Christmas Tree**

- **Segment Focus:** Show viewers how to decorate a luxury Christmas tree, focusing on layered textures, complementary color palettes, and high-end ornaments for an elegant look.
- **Why It Works:** Decorating the tree is a central part of Christmas, and viewers will appreciate tips on achieving a cohesive and sophisticated style.

### **Decorate Your Mantel**

- **Segment Focus:** Teach viewers how to decorate a mantel for Christmas with sophisticated touches like lush garlands, elegant candle holders, and well-placed stockings.
- **Why It Works:** The mantel is often a focal point in the home during the holidays, and demonstrating how to achieve a high-end look will inspire viewers to elevate their own décor.

### **SEGMENT PRODUCT FEATURES IDEAS:**

- Ornaments
- Holiday Scented Candles
- Mantle Decor
- Collectible Santa Decor
- Stockings
- Wreaths/Garlands
- X-mas Trees Fresh & Faux
- Gift Giving Ideas for all ages
- Christmas Trends for 2024

### **NOTEWORTHY HIGHLIGHTS:**

- **Year-Long Planning:** Our team begins preparations over a year in advance, with the boutique theme defined by Holiday Buyers and Visual Merchandisers.
- **Global Sourcing:** Roger's Gardens' buyers travel annually to Europe, procuring unique Christmas products such as hand-turned wooden nutcrackers, painted German Santas, and exquisite Polish glass ornaments.

- **Artisan Craftsmanship:** Ornaments and decorations are traditionally blown, hand-painted, and decorated by skilled artisans, adding a personal and authentic touch to each piece.
- **Boutique Design:** Three weeks before opening, a team of seven visual designers meticulously create the space, featuring themed trees and curated displays. More than 3,000 unique products are available for purchase.
- **Decades-Long Tradition:** For over 40 years, Roger's Gardens has offered this unique holiday shopping experience, making it a must-see event during the holiday season.

**WHY ATTEND:**

Roger's Gardens Christmas Boutique is more than just a shopping event—it's a celebration of the season's beauty and joy. Whether you're seeking inspiration for your holiday décor or looking for the perfect gift, our boutique offers a dazzling array of treasures that will make your celebrations truly memorable.

**CURATED TREE THEMES:**

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| <ol style="list-style-type: none"> <li>1. Golden Apricot Pearl Collection</li> <li>2. Ice Crystal Collection</li> <li>3. Green Pewter Collection</li> <li>4. Jewel Tones Collection</li> <li>5. Moon &amp; Stars Collection</li> <li>6. Hot Pink Peppermint Collection</li> <li>7. Eric Cortina Collection</li> <li>8. Pastel Retro Collection</li> <li>9. Music &amp; Toy Tree Collection</li> <li>10. Jingle Bells Collection</li> <li>11. Sparkling Show Collection</li> <li>12. Farmhouse Collection</li> <li>13. Santa Paws Collection</li> <li>14. Radko Collection</li> </ol> | <ol style="list-style-type: none"> <li>15. Nostalgic Collection</li> <li>16. Bow Tree Collection</li> <li>17. Mushroom Tree Collection</li> <li>18. Pinecone Party Collection</li> <li>19. Multicolored Birdy Tree Collection</li> <li>20. Fantastic Foodies Collection</li> <li>21. Boozy Bar Collection</li> <li>22. Egyptian Glass Collection</li> <li>23. Mini Mayhem Collection</li> <li>24. Whimsy Wiktorja Collection</li> <li>25. Wooly Wonder Collection</li> <li>26. Radko &amp; Byers Choice Collection</li> <li>27. Tannenbaum Ornament Collection</li> <li>28. Around the World Ornament Collection</li> </ol> |
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**TALENT:**

- Hedda Staines • VP & Head Merchant
- Crystal Pittman • Holiday & Home Décor Buyer

**Visual Merchandisers:**

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| <ul style="list-style-type: none"> <li>• Emily Morgan</li> <li>• Catherine Smith</li> <li>• James Maxwell</li> <li>• Sofia Sewell</li> <li>• Crystal Pittman</li> <li>• Susan Monroe</li> </ul> | <ul style="list-style-type: none"> <li>• Jenn Deboer</li> <li>• Elsa Zimmerer</li> <li>• Tyler Capps</li> <li>• Claire Simoncini</li> <li>• Joseph Dutra</li> </ul> |
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**IMAGES + VIDEOS:**

- **Hero Images & Digital Ads can be downloaded at:**  
<https://drive.google.com/drive/folders/1U3PEnoHw58E0XFN4EiqFZspwHGzU1Nuf?usp=sharing>
- **Photo Gallery:** <https://www.rogersgardens.com/pages/christmas-gallery-2024>  
*Photography by Gabriella Melkuti*
- **Video:** <https://www.youtube.com/watch?v=17n0OUbHmPM>
- **Experience 2023 Christmas Boutique:**  
<https://www.rogersgardens.com/pages/christmas>

**SOCIAL MEDIA:**

- Follow us on [Facebook.com/rogersgardens](https://www.facebook.com/rogersgardens) and <https://www.instagram.com/rogersgardens/>
- **Hashtags:**
  - #RogersGardens
  - #ChristmasBoutique

**DATE:**

Now Open from 9 AM – 6 PM Daily

Holiday Hours start November 15 from 9 AM – 8 PM Daily

**WHERE:**

Roger's Gardens • 2301 San Joaquin Hills Rd., Corona del Mar, CA 92625

**COST:**

Free

**WEBSITE:** For updates and information, please visit: <https://www.rogersgardens.com/>

**Press Contact:**

For additional information or to schedule interviews, please contact:

Nava Rezvan, Director of Marketing & PR for Roger's Gardens

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**ABOUT ROGER'S GARDENS:**

Roger's Gardens is a destination home and garden design center offering creative solutions and unique products for both outdoor and indoor living. Our outdoor environment inspires its visitors with beautiful foliage, flowering plants, creative plantings, seasonal herbs and vegetables, designer fountains, pottery, outdoor furniture and accessories. Roger's Gardens indoor spaces present fine home furnishings and décor, gifting, women's accessories, holiday décor, gourmet foods, children's gifting and décor, artisan collectibles, and plein air art, brought together in a world-class creative and inspirational presentation. Roger's Gardens believes that beautiful living environments are about a celebration of nature, sustainability, and emotional and physical health. As a family-owned business, Roger's Gardens has been a landmark destination in Orange County for more than 50 years. We bring beauty into your home and garden. Located directly across from Fashion Island in beautiful Corona del Mar, California.