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***FOR IMMEDIATE RELEASE***

# Retail Alliance Unveils 2025 Holiday Shopping Guide to Inspire Local Gift Buying Across Hampton Roads

Norfolk, VA: November 13, 2025 - Retail Alliance is excited to announce the launch of its 2025 Holiday Shopping Guide, a curated collection of unique gifts and experiences from more than 40 locally owned businesses across Hampton Roads. The guide is designed to help shoppers find meaningful gifts, avoid shipping delays, and support the region's independent retailers during the busiest shopping season of the year.

"Shopping local is more than a transaction—it's an investment in the community," said Kylie Ross Sibert, VP of Marketing.& Communications at Retail Alliance. "Our 2025 Holiday Shopping Guide makes holiday shopping easier, more joyful, and more personal by connecting shoppers to incredible small businesses right here at home."

## A Curated Guide to Stress-Free, Joyful Holiday Shopping

This year's guide features gift ideas for every budget and every interest, from handcrafted specialties and boutique finds to experience-based gifts and local flavors. Shoppers can browse categories designed to simplify planning and reduce last-minute stress.

Local businesses included in the guide are offering a variety of seasonal promotions, including exclusive discounts, holiday markets, giveaways, and festive in-store experiences.

## Why Shopping Local Matters

Holiday shopping at locally owned businesses has a powerful economic impact. Studies show that $68 of every $100 spent locally stays in the community, compared to just $43 when spent at a national chain. Those dollars help support local jobs, schools, infrastructure, and services that strengthen the region.

“Choosing local retailers creates a ripple effect of benefits,” Ross Sibert said. “You’re helping sustain the businesses that make Hampton Roads a distinctive and vibrant place to live.”

Shoppers are also encouraged to participate in Shop Small Saturday, held the Saturday after Thanksgiving - an ideal time to explore new local retailers and revisit long-time favorites.

**Local Stores Provide What Big Retailers Can’t**

Local businesses continue to stand out by offering:

- One-of-a-kind gift options unavailable from mass retailers
- Personalized service and meaningful customer relationships
- Product expertise and a welcoming, community-centered experience
- No shipping delays, fees, or uncertainty - take it home same-day
- Special touches like custom gift wrapping and curated gift boxes

**Holiday Shopping Without the Hassle**

Shopping local offers a simpler, more enjoyable holiday experience. Customers can see, touch, and try products before purchasing - eliminating guesswork. And with no risk of shipping delays, gifts are ready to wrap, give, and enjoy.

**Access the 2025 Holiday Shopping Guide**

The full guide is available now: **Click here**

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***ABOUT RETAIL ALLIANCE***
*At Retail Alliance, we unite with retail entrepreneurs for a thriving retail community through professional development, collaboration, innovation, a collective voice, and shared values, shaping the future of retail together. Retail Alliance champions for the retail industry and serves as the primary non-profit retail trade association in Hampton Roads. www.retailalliance.com*