

.TIS THE SEASON TO DECK THE HALLS WITH ORIGINAL COLLECTABLES AND ONE-OF-A-KIND FINDS

Rose Bowl Flea Market Proves To Be the One-Stop-Shop for Holiday Decorating and Unique Gifts

T.was the holiday season, when all through the lot, all the people were stirring, gifts waiting to be bought. The booths were setup by the vendors with care, in hopes that holiday shoppers soon would be there.

Similar to many anticipated events . like Santa delivering presents. The Rose Bowl Flea Market magically appears at the Rose Bowl every second Sunday of the month come rain or shine. And just like clockwork, thousands flock to the West's best treasure hunt to search out that special item that can only be found at a gathering like this. This season, the Flea Market expects to open its gates to bargain hunters, as well as thousands of savvy gift-givers that know where to uncover the unique finds. So get ready to shop five miles of booths in a hurry, or this shopping mirage will inevitably disappear in a flurry! (Until next month anyway.)

Playing secret Santa at your house this year? There's no need to purchase the latest passing holiday fad, the Rose Bowl Flea Market is bound to have today's trendy gifts with a classic twist. Surprise the fashion-forward teen in your house with vintage jewelry featuring en vogue owl pendants that are gracing the covers of fashion magazines everywhere. Thrill the football fanatic with Duke Snider Brooklyn Dodgers memorabilia or an 83 Oilers jacket worn by Jim Smith himself. Or for the ultimate in luxury finds with a historical connection, wake up your music buff with tunes played by an early phonograph bought from a living relative of Thomas Edison himself! If it's not sold here, it probably doesn't exist, as the Rose Bowl Flea Market is the ultimate place to holiday shop for everyone.

Hundreds of gift ideas are waiting to be discovered this season, and the Rose Bowl Flea Market is just the place to search for it, find it and bargain for it. Many vendors are specialists in their area of expertise and the quality of merchandise sold at the Flea Market reflects that. True to flea market fashion, Rose Bowl vendors begin setup before sunrise and ready themselves for the early bird buyers looking for the perfect items. Patrons include international buyers shopping for their own stores, as well as local customers and celebrities seeking personal treasures to keep or give as gifts. A one stop venue for many bargain hunters, shoppers who feel they received a good deal on any item purchased can have it appraised at the Rose Bowl Flea Market before heading out to wrap up their holiday presents.

The recent increase in do-it-yourself, decorating and antiquing television programs, have turned-on a new generation of flea-market customers that revel in original pieces with a story. Design on a Dime and elegant retro trends have also made a strong comeback in homes and a new wave of consumers are furnishing their rooms and closets with unique items at an affordable price. So this year, give a gift that won't break the holiday budget, but is bound to be a priceless treasure for years to come.

To make it easier for a variety of customers to do as much browsing and purchasing as possible, sellers are often grouped into sections creating more than five miles of shopping booths. Areas that continue to expand every year include: antiques, vintage clothing, arts and crafts, as well as new-and-unusual products.

.New and original merchandise is brought in continuously every month and this shopping season we're expecting a healthy buzz of activity from our regular shoppers and an influx of new fashion-forward customers that have an eye for the unique. The Flea Market's known world-wide and tens-of-thousands are expected to walk through the

gates this month waiting to see what's new, what's old and what's different. Since we are also near the epicenter of the entertainment industry, it's not uncommon for out-of-towners to do some local shopping in hopes of rubbing elbows with the Hollywood elite.. The Rose Bowl Flea Market has cornered the niche on being the place to holiday shop, as well as watch what celebrities are giving this year. Among the Flea Market's V.I.P. list are: Academy Award winners Clint Eastwood and Whoopi Goldberg; music icons Madonna and Cher; funny men Rob Schneider and George Hamilton; First Lady of California, Maria Shriver and fashionistas Gwen Stefani and Ashley Olsen.

While the gift list gets checked-off, make sure the home receives a few gifts, as well! The Rose Bowl Flea Market is the perfect place to find unique decorations for the inside and the outside. Hand-made decorations, as well as classic and vintage tree ornaments can be found at the Flea Market. You'll find specialty greeting cards, arts & crafts table decorations and more. But not all themes need to look picture perfect, sometimes you just want to think fondly of your own childhood holiday memories. Looking for that kitschy piece of holiday décor that reminds you of a .favorite. aunt or funny uncle? It might be a Santa that boogies down to Elvis songs or a larger-than-life stocking that hangs from the mantle. Whatever it may be that reminds you of fond relatives and childhood memories, it's more than likely a handful of vendors will have it. If time is taken to look through the booths, patience will eventually pay off, because if it isn't here, it probably doesn't exist!

So spring into action and don't delay, for the once-a-month Flea Market will disappear as quick as it came. The holiday vendors come just for the day and show up with their treasures ready to display. Watch closely this month, or you'll miss the event and rejoice in the savings instead of shopping lament!