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## Local artisans 'pop up' in Lafayette for eco-friendly holiday shopping

By Pippa Fisher



Hollie Lucas-Alcalay stands by her homegrown products at the new pop-up Holiday Gift Collective store. Photo Pippa Fisher Following Lafayette's successful art gallery `pop-up' model, and solving several problems in one go, comes another pop-up to the downtown - this one just in time for the holidays.

The Holiday Gift Collective, featuring seven local, all female artisans, has popped up next to Sideboard on Plaza Way, filling the otherwise empty, recently vacated space that was formerly the gift shop Lemon. They opened on Nov. 1 and will be there through the end of the holiday season.

"We are thrilled to be here," says Hollie Lucas-Alcalay, owner of Hollie's Homegrown, who runs a small organic farm in Moraga, specializing in growing culinary and medicinal herbs, teas, and creating bath and body products.

Lucas-Alcalay, who will be familiar to many in the area from the Moraga Farmers' Market, explains that they are

grateful to the city for allowing this solution, saying that they wouldn't otherwise have been able to find a space for their holiday sales, especially now that the Hacienda Holiday Faire is not taking place in person this year.

"We were desperate to find somewhere to sell during COVID," says Lucas-Alcalay, describing this temporary location as a "win-win."

The entrepreneurs all share a desire to encourage the community to shop locally and, featuring a variety of eco-friendly and ethically sourced products, the green businesses hope to work together to fight climate change providing customers a chance to support the local community while reducing their carbon footprint.

The Holiday Gift Collective offers a range of home goods, jewelry, gourmet foods, and more. Additionally they plan to feature rotating local guest artisans each week.

Located at 3539 Plaza Way they are open from 10 a.m. to 5 p.m. daily through the end of the holiday season.

For more details go to: www.instagram.com/

holidaygiftcollective/

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