

CHOOSE  
SANTA CRUZ



Locations are approximate

2016  
**HOLIDAY SHOPPING GUIDE**  
 SANTA CRUZ  
 THE CITY OF



When you shop local,  
**68%**  
 of your spending stays  
 in the local economy.

**SHOPPING LIST**



**HAPPY HOLIDAYS**



www.DesignWithHive.com



www.ChooseSantaCruz.com

**APPAREL**

- 2 Cosmo Chic
- 5 Patagonia
- 6 Dash Hemp
- 17 Amoureuese
- 19 Blue Moon Clothing Co. ●
- 20 Tomboy
- 21 Closet Capers
- 24 Mme
- 25 Red Wing Shoes
- 28 Synergy Outlet
- 36 Saint Kris
- 37 Surf Co
- 38 Ports of Call
- 41 Noland's on the Wharf
- 47 Rip Curl ●
- 57 Nectar Creations
- 69 The Closet Shopper
- 75 Flip Flop Shops
- 76 Bhody ● ●
- 78 Pacific Wave
- 79 Pure Pleasure ● ●
- 81 O'Neill Surf Shop ●
- 84 Heavenly Couture
- 85 Shoe Fetish ● ●

- 86 Bunny's Shoes
- 87 The Hat Company ●
- 88 Surf Life
- 90 Jedzebel
- 93 Pacific Trading Co.
- 94 Forever 21
- 95 Eco Goods ● ●
- 98 Retro Paradise
- 99 Avatar Imports
- 104 Jewels on Pacific
- 106 American Apparel
- 108 Om Rhythms
- 110 Legs
- 111 Sockshop & Shoe Company
- 112 Wallflower Boutique ● ●
- 113 Jade
- 117 Urban Outfitters
- 118 Rip Curl
- 121 O' My Sole ● ●
- 122 Camouflage ●
- 123 Nectar Creations
- 124 Bubble Lounge
- 128 Stripe Men ● ●
- 129 Stripe ● ●
- 131 Berdels ●
- 132 Synergy Clothing ● ●

- 133 Gap
- 140 Old School Shoes
- 144 Cognito Clothing ● ●
- 145 MoonZoom
- 146 Crossroad Trading Co
- 147 STS Gallery
- 148 Leom Designs
- 150 So Fresh Clothing ● ●

**HOME GOODS**

- 4 Hive & Hum
- 27 Home/Work ●
- 48 Santa Cruz Pottery
- 52 Skatter ●
- 56 Cameron Marks ●
- 59 Petite Provence
- 62 Illuminee
- 83 Artisans Gallery ●
- 89 Botanic and Luxe ● ●
- 107 Toque Blanche ● ●
- 109 Agency ●
- 119 Bunny's Home & Garden ● ●
- 128 Stripe Men ● ●
- 129 Stripe ● ●
- 134 Om Gallery

**BOOKS, TOYS, & GAMES**

- 18 Childish Santa Cruz
- 66 Mythic Games
- 71 Comicopolis ● ●
- 72 Bookshop Santa Cruz ●
- 101 Atlantis Fantasyworld ● ●
- 115 Level Up
- 138 Logos Books & Records
- 149 The Literary Guillotine
- 151 Agnus Dei Christian Books

**GIFTS**

- 1 Radius Gallery
- 3 Flora & Fauna
- 4 Hive & Hum
- 13 Dig Gardens
- 14 Ferrari Florist and Gifts
- 27 Home/Work ●
- 39 Bonnie's Gifts
- 40 Gilbert's Gift Shop
- 42 Made in Santa Cruz
- 43 Batish
- 50 The Garden Company
- 52 Skatter ●
- 55 Westside Farm and Feed
- 56 Cameron Marks ●

- 64 Serpent's Kiss ● ●
- 65 PF Atelier Gallery
- 70 Academy of Arcana ● ●
- 77 World of Stones and Mystics
- 82 Homeless Garden Project ●
- 83 Artisans Gallery ●
- 89 Botanic and Luxe ● ●
- 96 World Market Bazaar
- 100 Project Purr ●
- 114 Fish Princess Farms ● ●
- 119 Bunny's Home & Garden ● ●
- 120 Paper Vision
- 137 Go Ask Alice
- 154 Shay's Flowers & Gifts

**MUSIC**

- 11 The Starving Musican
- 26 Midtown Guitar
- 45 Sylvan Music
- 67 Recycled Stereo Plus
- 68 More Music
- 141 Union Grove Music
- 142 Streetlight Records
- 143 Metavinyl Records

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- 73 Byzantine Jewelry
- 80 Bella Vita Boutique
- 91 Dell Williams Jewelers ● ●
- 97 Santa Cruz Gifts & Jewelry
- 102 Variance Objects ● ●
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- 126 Stephan's Fine Jewelry

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- 22 Element Home Furnishings
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- 103 Mr. Goodies Antiques
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- 7 Down Works
- 9 Outdoor World
- 12 Covewater Paddle Surf
- 16 Bicycle Trip ●
- 23 Dave's Custom Bikes
- 31 Bill's Wheels Skateshop
- 33 Current eBikes ● ●
- 34 Pacific Ave Cycles
- 35 Cowells Surf Shop
- 46 Cycleworks
- 47 Rip Curl ●
- 49 Epicenter Cycling
- 51 Arrow Surf Shop
- 54 Another Bike Shop
- 61 Sawyer Land & Sea ●
- 81 O'Neill Surf Shop ●
- 118 Rip Curl
- 139 Spokesman Bicycle
- 153 Archery Santa Cruz ● ●

**ARTS, CRAFTS, & DIY**

- 8 Lenz Arts
- 10 Judy's Sewing and Vacuum
- 30 Hart's Fabric
- 60 Swift Stitch
- 116 Palace Arts ● ●
- 127 A Brighter World
- 152 Yarn Shop Santa Cruz

**SPECIALTY FOODS**

- 32 Mackenzie's Chocolates
- 44 Donnelly Chocolates
- 63 Marinis
- 92 Marini's Candies
- 130 Soif Wine Bar & Merchant
- 135 True Olive Connection
- 136 Nut Kreations

**KEY**

- The Tannery
- Midtown
- Downtown
- River St.
- Wharf/Boardwalk
- Black Friday deal
- Ocean/Water St.
- Westside
- Small Business Saturday deal