

'Holiday Glam' Lights Up Williamstown Holiday Walk

Local charity leaders take the runway in designs by fashion designer Gareth Brown Friday evening, December 5, 2025 at The Coffee Shop

WILLIAMSTOWN, MA, UNITED STATES, November 24, 2025 /EINPresswire.com/ -- The Coffee Shop Williamstown will host "Holiday Glam," a special runway-style event on Friday evening, December 5, 2025, as part of Williamstown's annual Holiday Walk celebration.

“

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Gareth Brown

Set against the cozy backdrop of The Coffee Shop Williamstown, Holiday Glam will feature leaders and stakeholders from several local community charities modeling original looks created by fashion designer Gareth Brown. The event shines a spotlight on those who serve the community year-round, offering a fresh, stylish way to celebrate the organizations that make Williamstown

thrive.

“Holiday Walk is all about community, connection, and celebrating what makes Williamstown special,” said Peter MacGillivray, co-owner of The Coffee Shop Williamstown. “With Holiday Glam, we’re bringing that spirit to life by putting our community champions in the spotlight—literally—and pairing them with Gareth’s incredible designs.”

Gareth Brown’s work blends classic silhouettes with bold, modern details—perfect for a festive evening that’s equal parts fun, elegant, and neighborly. Each look will be styled with the individual charity representative in mind, creating a series of unique outfits that reflect the diversity, creativity, and warmth of Williamstown’s nonprofit community.

“I love the idea of fashion as storytelling,” said Gareth Brown. “Holiday Glam is a chance to use clothing and style to celebrate the people who spend their time lifting others up. It’s glamorous, yes—but it’s also deeply local and deeply personal.”

In addition to the runway moments, guests can expect:

A festive atmosphere inside The Coffee Shop Williamstown, with holiday décor and seasonal music

Special holiday beverages and small bites available for purchase

Opportunities to meet and connect with representatives from participating charities

Holiday Glam is free and open to the public as part of the Holiday Walk festivities. Guests are encouraged to stop in before or after other downtown activities and to support featured nonprofits through year-end giving.

Event Details

What: Holiday Glam – A community runway event featuring local charity stakeholders in designs by Gareth Brown

When: Friday evening, December 5, 2025, 6:00–8:00 p.m. (wine tasting at 6pm, runway show 7 pm, afterparty 7:30pm)

Where: The Coffee Shop Williamstown, 10 Water St, Williamstown, MA

Cost: Free and open to the public

BONUS Pop-Up Event at Provisions Williamstown

On Saturday, December 6, 2025, the owners of Kin boutique on Martha's Vineyard; Gareth Brown fashion designer and artist-photographer L.A. Brown will host a special pop-up at Provisions Williamstown. Guests will have the chance to explore a curated selection of Gareth's designs alongside L.A. Brown's photography. Viewers will experience a wonderful intimate look into their collaborative creative world. This pop-up provides an ideal opportunity to shop locally, support independent artists, and discover unique holiday gifts.

For more information about Holiday Glam or to learn how your organization can get involved, please contact Peter MacGillivray at peter@thecoffeeshopwt.com.

About The Coffee Shop Williamstown



The owners of Kin Boutique on Martha's Vineyard; artist-photographer L.A. Brown (left) and Gareth Brown, fashion designer, will host two events during Williamstown's Holiday Walk.

The Coffee Shop Williamstown is a community-focused coffee and wine bar in the heart of Williamstown, MA. Known for its welcoming atmosphere, curated beverages, and local collaborations, The Coffee Shop Williamstown regularly hosts events that bring neighbors together around art, music, conversation, and community initiatives.

Peter MacGillivray
Provisions Williamstown

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