

Features

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Welcome to Christmas Land

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It's billed as the largest Christmas shop in North Carolina, and after seeing it for myself during this year's Garden Center Group Fall Event, I believe it. With 11—yes, 11—themed rooms, it is hands down the best Christmas display I've seen outside of Bronner's in Michigan (a store solely dedicated to Christmas year-round).



You have to walk from the main entrance and through the greenhouse to get to Christmas Land, with lots to stop and look at (and place in your cart) along the way.

What sets an independent apart from everyone else? Taking that one extra step. When it comes to ornaments, that's personalization, and DeWayne's takes it to another level with this adorable permanent station. And note they do charge extra for the service.

In most of the rooms, the walls are adorned with mural artwork that matches the color scheme and theme of the room, hand painted by a local artist.



It's the attention to detail that makes the experience so special. And from what we were told on the tour, in years past Christmas Land opened in July, but starting in 2026 it will be open year-round. That makes sense, too, because along with traffic from the Research Triangle, DeWayne's sees lots of tourists coming through since they're conveniently located right off the major thoroughfare of I-95 (which stretches as far north as Maine and as far south as Miami, Florida).

There are so many options consumers can go when it comes to their holiday decor, but natural colors, textures and fibers in a woodland theme always resonate.

Again, attention to detail here. There's so much to look at—notice the difference in lighting, as well as the continued color schemes. And, of course, the gorgeous chandelier. Inspirational, yet still very shoppable.



One more note—on the website, DeWayne's built excitement for Christmas Land by adding a new "room reveal" video and description leading up to the holidays. Check it all out at shopdewaynes.com. **GP**

