

Colonial Williamsburg

The Colonial Williamsburg Foundation

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Colonial Williamsburg's Merchants Square Celebrates Three New Stores With Ribbon Cutting Ceremony

WILLIAMSBURG, Va. (Dec. 15, 2021) – Colonial Williamsburg’s Merchants Square is celebrating the official grand opening of three new stores with a ribbon-cutting ceremony, adding new retail offerings to the historic shopping district’s robust list of tenants. The ribbon-cutting ceremony will take place Dec. 17 at 10 a.m.

“We are excited to be celebrating the opening of three new retail stores in Merchants Square, further positioning the area as a premiere shopping location for both Williamsburg locals and students, as well as visitors to the area,” said Keith Johnson, Director of Commercial and Residential Property at Colonial Williamsburg. “With an abundance of specialty and locally owned boutiques, Merchants Square continues to grow as a must-stop destination for those in the Williamsburg area.”

The new store openings are **J.McLaughlin**, **FatFace**, and **Penny and a Sixpence**, which have leased retail spaces in the former Williams Sonoma building at 440 W. Duke of Gloucester Street.

- **J.McLaughlin** is a fashion retailer offering classic clothes that tap into the iconic legacy of true American sportswear.
- **FatFace** is a UK-based apparel and accessories retailer. This will be FatFace’s second Virginia location.
- **Penny and a Sixpence** specializes in sterling silver jewelry and other merchandise.

Merchants Square, the shopping and dining district adjacent to Colonial Williamsburg’s renowned Historic Area, is home to more than 40 shops and restaurants. Specialty boutiques offer products ranging from apparel to fine jewelry, art, specialty foods and gifts.

Merchants Square is recognized as one of the first planned shopping malls in the United States. Built in 1935, Merchants Square was designed to reflect a synthesis of colonial and early 19th-century architecture—design influences collectively known as Colonial Revival.

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The Colonial Williamsburg Foundation preserves, restores and operates Virginia's 18th-century capital of Williamsburg. Innovative and interactive experiences highlight the relevance of the American Revolution to contemporary life and the importance of an informed, active citizenry. The Colonial Williamsburg experience includes more than 600 restored or reconstructed original buildings, renowned museums of decorative arts and folk art, extensive educational outreach programs for students and teachers, lodging, culinary options from historic taverns to casual or elegant dining, the Golden Horseshoe Golf Club featuring 45 holes designed by Robert Trent Jones and his son Rees Jones, a full-service spa and fitness center, pools, retail stores and gardens. Philanthropic support and revenue from admissions, products and hospitality operations sustain Colonial Williamsburg's educational programs and preservation initiatives.