

DO SHOPPING IN AC

Founder and editor of TheGiftInsider.com **LINDSAY ROBERTS** is a nationally known expert on this season's hottest trends and most creative presents. While she scours the web, boutiques, and magazines for fabulous finds, she loves that you can find it all (and escape city stress) with AC's one-stop shopping experience.

What are the hottest gift trends this holiday?

Alphabet letters are everywhere, from personalized necklaces with a simple initial in a cool font to vintage marquee lights. Natural materials are also really popular, especially wood—wood smartphone docks, wood watches, wood sunglasses. On the opposite end of the spectrum glitz, shimmer, and sparkle are also trending. Subscription gift services have also been booming. Gift boxes can range from manly underwear clubs to pampered boxes for pregnant women.

What are some of the draws to AC's exciting shopping scene?

The outdoor Tanger Outlets are definitely one of the biggest new draws. I'm a big fan of outlets because you can easily find luxury, brand-name gifts for a fraction of the cost—and no one ever has to know. Accessories and home goods are always sure bets because they always fit.

Any expert shopping tips?

I always like to stock up on "go-to gifts." These are items you have on hand just in case—and there are always just-in-case scenarios, like an unexpected present from a co-worker or a friend. In this category, fun packaging is always great because it can literally be given to anyone on your list—and it's still a special treat. The Pier Shops at Caesars Atlantic City has a great mix of stores for these kind of items.

How does shopping in AC differ from NYC?

AC is a one-stop holiday shopping experience. It's easy and stress free. There are deals for bargain hunters at the outlets, high-end designer goods, and unique shops at The Quarter. In the city, it can be overwhelming to have to trek all over. In AC, you can shop without the crowds—and tax-free doesn't hurt either.

If you had to offer gift givers one piece of advice this year, what would it be?

Set aside a weekend to get the majority of your shopping done in one shot. AC is perfect because it also has great shows and restaurants. Before you go, make a list of everyone who you need to buy for, set spending limits, and stick to them! But you should still allow for a few off-list impulse buys—like two or three—to get the real AC experience! Happy shopping!



DO
—
AC

LINDSAY'S PICKS

PIER SHOPS

Lush Handmade
L'Occitane

TANGER OUTLETS

Michael Kors
J.Crew

TROPICANA

Godiva Chocolatier
White House/Black Market

doatlanticcity.com