

MASSLive
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Denholms in Worcester coming back to life for holiday cocktail party



Courtesy of Preservation Worcester Facebook

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WORCESTER -- Downtown will be especially festive this winter, as Preservation Worcester is dressing up Denholms, the famed department store, to entertain guests for a holiday-themed party.

Denholms, at 484 Main St., was once Worcester's premiere department store. Organizers are decorating the store, with its retro gilded escalators, for a nostalgic night out.

The [event](#) is Saturday, Dec. 10 from 7:30 p.m. to 11:30 p.m.

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"When downtown was bustling it was the store to go to," said Preservation Worcester Executive Director Deborah Packard. "Our point is to not only celebrate the past but also to imagine the future of retail downtown too."

Denholm's display windows and counters will be filled with renewed life for the holidays, bringing guests back to a time when the store was the most modern shopping spot downtown.

The iconic Christmas tree made of lights that once spanned the building from top to bottom will be reconstructed, Packard said.

The night will feature hors d'oeuvres and dessert, a cash bar, a vintage fashion show, and more. Preservation Worcester asks that anyone with photos of memories of the store send them in prior to the event.

"They had the first escalator in the city. It's a pretty cool, old looking escalator," said Packard, adding that models in the fashion show will make their entrance on it, wearing clothes from different eras.

Not only does Preservation Worcester have a history of hosting events in older buildings, but the group hopes to attract some attention to the building, getting business owners into the "underutilized" first-floor spaces, Packard said.

Dress is "cocktail chic" or black tie optional.



[Artist Caleb Neelon transforms Worcester's Denholm Building with mural](#)

For Caleb Neelon, painting a four-story mural in downtown Worcester is a chance to represent the character of a city and those who visit it.

You can purchase tickets on the [Preservation Worcester](#) website, call the office at 508-754-8760 to charge your reservation, or mail a check to Preservation Worcester, 10 Cedar Street, Worcester, Mass. 01609.

The event is \$65 for members, \$75 for the public, and \$90 the night of the event.

Preservation Worcester is also holding a [talk about Denholms](#) on Oct. 27 to get people excited for the December event. The talk is with Christopher Sawyer, author of "Denholms: The Story of Worcester's Premier Department Store," and illustrate's the store's more than 100-year history. The event is at 5:30 p.m. at 230 Park Ave., and is free for members and \$5 for non-members.