

Epstein's Department Store Holiday Window Display: A Timeless Tradition

Epstein's Department Store in Morristown, NJ, was a beloved centerpiece of the holiday season, known for its spectacular and imaginative window displays. Each year, the store's windows came alive with festive scenes that captured the magic and wonder of Christmas, drawing families from near and far to experience the beauty and artistry firsthand.

Shoppers strolling along South Street would pause to admire the intricate details and storytelling in the windows, a hallmark of Epstein's dedication to the community and the holiday spirit. For many, the unveiling of the holiday display marked the official start of the festive season, creating a sense of excitement and anticipation.

Thanks to efforts by local organizations like the [Morris County Historical Society](#), photographs and stories of Epstein's iconic windows continue to preserve this cherished piece of Morristown's history. Though Epstein's is no longer part of the downtown landscape, its legacy lives on in the fond memories of those who remember gathering with loved ones to experience the magic of the season.

Some Photos courtesy of the Morris County Historical Society.



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