



Sheri Hunter, Marketing & PR Specialist
Phone: (248) 530-1255
Email: BSDinfo@bhamgov.org

Find Deep Discounts and More at the Birmingham Shopping District's Day On The Town Event on Saturday, July 25!

BIRMINGHAM, MI, July 6, 2026 – Visit Downtown Birmingham on Saturday, July 25, from 9 a.m. to 5 p.m. for Day On The Town, the biggest and most exciting retail event of the year! Find deeply discounted merchandise from over 70 retailers, food trucks, and more throughout the streets and sidewalks of Downtown Birmingham.

Shop 'til you drop for clothing, shoes, and accessories up to 70% off from premium retailers, including Caruso Caruso, Roots, Found Objects, Gazelle Sports, Drop 02, Shop MSXC and many more! Explore furniture, linens, and home décor from Ethan Allen, Serena and Lily, Scandia Home, and others. Shop beautiful and unique jewelry from Crimson Rose Antiques, Grinstein Jewelry, Darajkian Jewelry, and more. Find discounted beauty and personal care products and services from Banya, Skin House, MASQ Beauty, and others. Plus, visit some of the Birmingham Shopping District's newest businesses, including Shoppe Cozette, Bobbles and Lace, Matthildur + Mark Keller, and many more!

Adding to the festivities, the Birmingham Police Department will host its annual Open House event near Birmingham City Hall, with entertainment for all ages, including a variety of hands-on activities and demonstrations.

"Each year, shoppers travel from across the region to experience Day On The Town in Birmingham. It's the perfect opportunity to discover everything Downtown Birmingham has to offer. We invite everyone to spend the day shopping, dining, and enjoying the festivities. Be sure to arrive early to take advantage of the best deals," said Birmingham Shopping District Operations and Events Manager, Jaimi Brook.

View a full list of participating retailers and event information the week of the event at downtownbirmingham.com/dayonthetown. Parking is free in municipal garages during the event. For convenient parking locations, visit downtownbirmingham.com/park. Old Woodward Avenue will be closed to vehicles from Willits Street to Brown Street; Maple Road will be closed from Bates Street to Peabody Street for retail displays and pedestrian traffic.

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Established in 1992, the BIRMINGHAM SHOPPING DISTRICT comprises more than 300 retailers, including clothing retailers, restaurants, salons & spas, and antique shops. The district is also home to offices and a variety of businesses from financial services to technology-based firms. Located among some of the nation's most affluent suburbs, Downtown Birmingham is a center for business, social, cultural, and community activities for Birmingham residents, neighboring communities and regional visitors.