



FOR IMMEDIATE RELEASE

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Goodwill® Thrifting For The Holidays Savings, Sustainable, and Stress-Free

Los Angeles, CA, December 1, 2025 – With the holiday season now here, shoppers are embracing sustainable and wallet-friendly trends, turning to thrifting for unique finds and eco-friendly choices. To help shoppers navigate the festive frenzy without breaking the bank, Goodwill Southern California is highlighting some of the season's top thrifting trends. Discover useful tips for planning ahead, saving money and finding creative — and sustainable — ways to make this holiday season your best one yet.

Thrifting & Gifting

- Younger generations continue to drive the popularity of buying pre-owned, thrifted gifts. These shoppers are motivated by a desire to reduce waste, push back against fast-fashion culture and save money amid rising living costs.
- **Unique and affordable gifts:** Items like vintage books, albums, games, children's toys and unique home décor are popular secondhand gifts.
- **Curated gift baskets:** Thrifters can create personalized gift baskets centered around a theme, such as a cozy movie night, featuring items like mugs, blankets and a popcorn bowl.
- **Upcycled and DIY projects:** Crafty thrifters can buy secondhand items to repurpose, such as turning vintage glassware into homemade candles or using thrifted scarves as sustainable giftwrap.

Collecting Unique Holiday Decorations

- Thrifters and collectors can hunt for distinctive vintage holiday items at their local Goodwill. This adds character and nostalgia to holiday décor.
- **Ceramic and glass décor:** Shoppers can find vintage items like hand-painted ceramic Christmas trees, colorful glass ornaments, old-fashioned glass tree toppers and ceramic dreidels.
- **Unique figurines and lights:** Specific types of holiday lights, quirky Santa figurines, decorative paper ornaments and Hanukkah menorahs are all valuable items you may find at your local thrift store.
- **Nostalgic outdoor décor:** Holiday inflatables create the perfect outdoor look this holiday season.

Sourcing Unique Holiday Party Outfits

- **DIY Fits:** Many shoppers turn to thrift stores for one-of-a-kind, affordable, DIY outfits. The holiday season is an ideal time for this, as many stores are stocked with unique and festive clothes shoppers can sort through.
- **Fabrics and finishes:** People who sew can find a variety of materials, including some high-end fabrics like velvet, satin, silk and sequined garments for elegant and festive looks.
- **Statement accessories:** Vintage brooches, sparkly clutches and unique shoes can transform a simple outfit into a party-ready ensemble.
- **Festive and retro pieces:** Shoppers can find quirky, retro gems like ugly holiday sweaters, brightly colored pieces or unique vintage dresses that stand out from the crowd.
- **Create a DIY holiday outfit contest:** Challenge your friends and family to put together unique, DIY holiday outfits for upcoming holiday celebrations. Post photos or videos on Instagram, TikTok or Facebook to have others vote on the best DIY outfits.

Top Tips for Holiday Thrifting

- **Shop in advance:** Starting your holiday shopping early to take advantage of sales, find the perfect thrifted gifts and grab popular items before they sell out. Create a list of potential gift ideas even earlier to add to throughout the year.
- **Avoid overspending and shop sustainably:** Look for bargains on unique holiday items and treasures such as houseware, holiday decorations and clothing.
- **Hold a holiday donation drive:** Host a donation drive to encourage people to clean out their closets or pass on the holiday décor they no longer use. Holiday items can be donated to your local Goodwill Southern California.
- **Support Nonprofits:** When you shop or make your end-of-the-year donations, learn where your money is going. Do your research so you can support your values with your donations and your purchases. Support nonprofits like Goodwill and buy from retailers that give back to your community.

“When you shop at Goodwill SoCal, you not only find unique and affordable holiday treasures, but you also help provide job opportunities for individuals in our community,” said Marla Eby, Director of Marketing and Media Relations for Goodwill Southern California. “Donating and shopping at Goodwill SoCal also helps the environment by giving items a second life.”

The sale of donations at Goodwill Southern California helps provide job placement and training to people in our community. Last year alone, Goodwill SoCal delivered 37,500 unique mission services to people with barriers to employment in LA, Riverside & San Bernardino counties.

When you bring donations to Goodwill SoCal or shop in our stores, you’re also driving the circular economy by promoting reuse. Last year, Goodwill SoCal recovered the value in more than 165 million pounds of goods, reducing landfill waste.

Media who wish to film at Goodwill Southern California’s stores may contact Marla Eby, Director of Marketing & Media Relations, at meby@goodwillso-cal.org.

About Goodwill Southern California

Transforming lives through the power of work, Goodwill Southern California (GSC) serves individuals with disabilities or other vocational challenges by providing education, training, work experience and job placement services. Each year, GSC prepares and places thousands of individuals into sustainable employment through programs and services offered at three campuses, Career Resource Centers, WorkSource Centers, Youth and Veteran Employment Programs throughout Los Angeles (north of Rosecrans Ave.), Riverside and San Bernardino counties. GSC supports its mission with proceeds generated from more than 100 stores and attended donation centers. GSC spends 95 percent of its budget on programs and services. Committed to caring for the earth, last year GSC diverted over 165 million pounds of reusable or recyclable goods from landfills. Goodwill is GOOD for Everyone!

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