

Williamsburg[®]

COLLECTIBLES

BYERS' CHOICE[®] LTD.



It's hard to say which feature makes these collectible carolers most unique. Their beautiful period attire—in the spirit of Colonial Williamsburg's costumed interpreters. Their charmingly detailed accessories—foods, decorations, toys, and other objects inspired by the 18th century and Colonial Williamsburg's antiques collections. Their meticulously hand-painted faces—created by skilled Pennsylvania artisans. One thing is for sure: No two carolers are ever the same. Each crafter leaves a little bit of herself in every figure she touches, with as many as 10 people working on a single caroler.

The Byers family oversees a team of 180 artisans who hand-craft the same creations that started out on Joyce Byers's dining room table in the 1960s. An amateur artist with a degree in fashion design, Joyce had been disappointed with the garish Christmas decorations she was seeing in stores. So she gathered up household scraps—a coat hanger, a piece of an old jacket, some plaster—and created cheerful singing characters dressed in festive plaid. The company still holds to its starting roots: producing a quality product, at an affordable price, and dedicated to serving its customers and the community in the seasonal spirit.

