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WS Development brings Seasonal Market Cart Program to Hingham

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A new retailing program is bringing a pedestrian-friendly, marketplace atmosphere to Derby Street Shoppes while helping support local, independent merchants. The inaugural Seasonal Market Cart Program increases foot-traffic and creates a more diverse customer experience through merchant kiosks which will operate through December 1. Highlighted by Hingham-based retailers Camilley's Closet and Hingham Bath & Body Shoppe, the program is adding a colorful, artisanal flair to the sidewalk in front of Pinkberry and Rustic Kitchen at the retail center located off Rte. 3 at Exit 15.

Owned and operated by Denise Bruce of Hingham, Camilley's Closet combines designer handbags, scarves, jewelry and accessories with highly personal customer service and affordable prices - an approach enhanced by the Market Cart program. "We like to say we bring 'a touch of SoHo to the South Shore,'" said Bruce. "The Market Cart program helps us do that. It allows us to keep prices lower than a traditional boutique, and it lets us interact with customers on a personal basis."

Opened earlier this year by Ellen Kennedy, Hingham Bath & Body Shoppe, the first fragrance shop in Hingham, offers premium, unique personal care products including foaming bath scrub, souflee cleanser, Goat-Milk Honey Lotion and Shea Butter Aloe Moisturizer. Over 50 unique fragrances, all available at the Market Cart "fragrance bar", allow Kennedy to customize each product she sells, while eco-friendly packaging, highly-personal service, and affordable prices ground the store in a local, down-to-earth ethos. The Market Cart offers good visibility and approachability, and allows the brand to build a following. "It's an ideal way to put us directly in front of customers, and it fits with our all-natural, 'no frills' style," said Kennedy.

Derby Street Shoppes owner WS Development hopes the Market Cart program will help maintain a village-like atmosphere while nurturing local enterprise. "The carts add to the street life and enhance the customer's visit by offering additional services and options," said Michael Campbell, director of business development, WS Development. "Seasonal Market Cart retailers are particularly interactive, allowing shoppers to test a product, talk with the vendor, and find something unique. They're also great for retailers. They make it easier to start a new business or to expand, and to test or bring a new product to market."

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