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Furze of Linear Retail leases 1,402 s/f to European Wax Center

January 26, 2012 - Retail

Linear Retail Properties, LLC, has signed a lease with European Wax Center for 1,402 s/f of retail space located at 1387 Washington St. in Boston's South End. The retail condominium is situated at the street level at the corner of Washington St. and Union Park St.

European Wax Center, a leading specialist in comfortable and healthy body waxing, will provide services for men and women at the Boston location. 1387 Washington St. marks European Wax Center's first store in Boston with 170 locations nationwide and a total of 300 centers expected to open in 2012.

The tenant was represented by Dan Bloom of Boston Urban Partners. Bryan Furze, vice president of leasing and asset management at Linear Retail Properties represented the owner. Furze said, "European Wax Center will fill a void in the Boston market with its specialty concentration on body waxing in a high-end, comfortable environment. Linear Retail Properties is happy to have European Wax Center open its first Boston location with us on the exciting Washington St. Corridor in Boston's South End."

"We have a unique product. We're waxing only so we need a unique retail space in a happening part of the city," said Debra White, franchise owner. "The Washington St. area was very attractive to us, and this space's location at an intersection surrounded by great area retailers and restaurants is an ideal fit. We look forward to servicing the area community with superior customer service and a quality waxing experience."

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