



CELEBRATING  
55 YEARS

# nereg

## **Her Closet Boston opens first storefront in Coolidge Corner**

November 28, 2014 - Retail

Her Closet Boston (HCB) has expanded its online boutique and opened its first storefront at 234 Harvard St. in Coolidge Corner. The vision of local 27-year old style setter and entrepreneur, Hilary Marino, the HCB storefront is true to its name, allowing women to feel as comfortable as if they were shopping in a friend's closet.

Marino founded HCB's digital store in 2012 at just 25 years old. Leaving behind the security of her full time job with Macy's in New York, she took a leap of faith on her passion for style and her sense that women lacked a fun and reliable online resource for it. With her distinct eye and understanding that women should be able to be stylish, experimental and within their financial means, the site has thrived and become known for its great price points and on trend items.

"We're surrounded by a vibrant neighborhood with yoga studios, barre classes, and great restaurants, but I couldn't find a women's boutique that met my needs," said Marino of her locale.

The 500 s/f store has a stenciled accent wall in soft greys and turquoise blues, wooden cube shelves displaying dozens of accessories and shoes, plush decorative chairs, oversized mirrors, track lighting, and a crystal chandelier.

HCB offers personal shopping services and will host private shopping parties and monthly shopping perks. Each month, for every \$20 spent, customers will be automatically entered to win up to \$100 in store credit. Extra entry points will be given to those connecting on social channels.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540