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Wilder Companies opens 9,300 s/f Talbots at Wayside in Burlington

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According to The Wilder Companies, the retail real estate leasing, management and development firm, Talbots opened at Wayside as the multi-phase revitalization nears completion at this open-air retail center.

Hingham, Mass.-based Talbots is a leading specialty retailer and direct marketer of classic woman's apparel, shoes, and accessories. The 9,300 s/f location will feature all three of the brand's concepts including Talbots, Talbots Petites, and the first Talbot Woman in the market. The new store will incorporate all elements of Talbots' newest store design including updated fixtures, visual merchandising, paint, and floor colors. With its close proximity to the company's headquarters, it is expected to also serve as an ongoing test location for new design elements and merchandising concepts.

Wayside has changed over the last few years. With common area enhancements and the addition of Seasons 52, Ethan Allen, Bonefish Grill, Destination Maternity, Starbucks, and more, The Wilder Companies has re-imagined the shopping center for today's discerning customer. "The opening of Talbots adds another great dimension to Wayside's unique lifestyle experience," said Deb Di Meo, vice president of leasing at The Wilder Companies, Wayside's management and leasing firm. Ben Starr of Atlantic Retail represented Talbots.

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