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## **Roots opens 3,250 s/f experiential gallery concept on Newbury Street**

June 22, 2018 - Retail

Boston, MA Roots (Roots Canada or the Company), the outdoor lifestyle brand with a portfolio of apparel, hand crafted leather goods, footwear, and accessories, has introduced its first-ever experiential gallery concept to Boston's flourishing and distinctive community. The Roots Legends brand activation center, located at 344 Newbury St., opened on June 15th (with two additional Massachusetts retail stores on the way).

Much of the 3,250 s/f gallery-style retail space is dedicated to a sensory shopping experience, uniting cabin life to city life, and is divided into five one-of-a-kind artfully curated vignettes, each telling a unique story of the brand's DNA. Rather than ask consumers to stand behind the ropes, Roots is inviting consumers to engage with the brand through sight, sound, touch, and feel while learning about the origins and heritage of Roots.

The vignettes highlight key product stories around the acclaimed Roots Original Salt & Pepper Sweats, the Cooper Beaver Collection, the Hand-crafted Leather Collection, the Seasonal Fleece Collection, and the Cabin Collection.

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