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## **First U.S.-based “Roots Cabin” store opens 4,000 s/f at Natick Mall**

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Natick, MA Roots, the authentic outdoor lifestyle brand with a rich heritage and portfolio of premium apparel, hand-crafted leather goods, footwear, and accessories, unveiled today its 4,000 s/f “Roots Cabin” store to the public at Natick Mall. The first of its kind in the U.S., and one of just five in North America, the Roots Cabin offers an enhanced retail experience that brings the brand to life.

“We are excited that consumers in the Greater Boston area will now be able to access Roots in three different locations as well as online,” said Jim Gabel, Roots president and CEO. “Our Roots Cabin, opening in Natick Mall, underscores our dedication to innovative design. Natick Mall shoppers will be able to engage with the distinct character and heritage of Roots, while interacting with our products in a visually stimulating and socially connected environment.”

The Roots Cabin store creates a unique shopping experience. The award-winning design evokes the comforts of a modern cabin, bringing to life Roots style. Design features include: a customization shop where consumers can create their own custom leather bags and jackets; fitting rooms with artwork featuring iconic New England landscapes; a comfortable lounge to read about the history of Roots and browse extended inventory through roots.com; and a celebrity art wall displaying images of many famous Roots brand ambassadors over the years.

Roots opened another store in the Greater Boston area. Located at MarketStreet Lynnfield, the 5,000 s/f store will contain many similar elements to the Roots store at Natick Mall. In addition, Roots opened its first-ever brand activation center on Newbury St., a 3,250 s/f gallery-style retail space dedicated to a sensory shopping experience where consumers can engage with the brand through sight, sound and touch while learning about the origins and heritage of Roots.

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