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WS Development unveils innovative retail experience - The Current

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Boston, MA WS Development reveals its latest innovative retail experience, The Current: a pop-up village with a permanent presence and a new micro neighborhood designed to become a focal point in Seaport. A compact neighborhood of modular structures, The Current will play host to a different collection of retailers on a rotating basis, ranging from beloved local startups to first-to-Boston national brands – each connected by a common thread and theme that changes periodically.

Nine new businesses opened on July 22nd in this first iteration, She-Village at The Current. Shining a light on the women shaping the future of retail, the first mission-driven incubator hosts a block party of female-founded and fashion-forward brands. She-Village at The Current is centrally located on Seaport Blvd., adjacent to District Hall and Seaport Common, at 85 Northern Ave.

Inspired by the popular tiny house movement and challenging the status quo of the ordinary storefront, Brooklyn-based architecture firm nArchitects designed The Current's unique "micro urban identity."

"WS's pioneering history of creating pop-up retail experiences coupled with the Seaport District's track record, one that rewrites the retail narrative, is a powerful combination. The Current is the perfect fit for our creative and ever-changing neighborhood. This diverse collection of retailers tells a story of passion, purpose, and empowerment that is bound to inspire other entrepreneurs and that further solidifies Seaport's role as a retail and innovation hub," said Todd Norley, senior vice president of leasing, WS Development.

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