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## **Lovepop and Woops! open at CambridgeSide**

November 23, 2018 - Retail

Cambridge, MA Lovepop, the Boston, MA headquartered 3D pop-up card company, has opened a kiosk at CambridgeSide. Their cards are laser-cut, hand-crafted paper sculptures that are designed by combining shipbuilding technology and the ancient paper art of kirigami. Lovepop's entrepreneurial founders appeared on Season 7 of Shark Tank and were chosen by "shark" Kevin O'Leary for investment. The company continues to grow with kiosk locations in Mass., Rhode Island, NYC, N.J., and Florida.

Woops!, a boutique macaron kiosk, has also opened at CambridgeSide. The Woops! collection includes 20 macaron flavors and artisanal pastries. The New York headquartered company is one of the largest purveyors of French macarons in the U.S. The macarons are handmade in the Bronx and shipped to the boutique kiosk.

"We are excited to welcome Woops!, a whimsical sweets kiosk to CambridgeSide," said CambridgeSide's senior marketing director, Melissa LaVita.

Lovepop and Woops! is part of New England Development's pop-up and specialty leasing program that provides shoppers with shopping and dining options, as well as unique experiences, while also creating business opportunities for local and national entrepreneurs.