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## **b8ta to open at Seaport in November: First female-focused shop**

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Boston, MA According to Seaport, b8ta, an award-winning experiential retailer that showcases the world's most innovative products and provides an interactive environment for shoppers to discover, explore and engage with the products in real life, is slated to debut in November. b8ta will further Seaport's commitment to bringing the newest shopping experiences to Boston, and complement the tech and science businesses already present in the neighborhood.

b8ta's Seaport location will serve as the brand's first female-focused shop, featuring female-founded brands and inventive female-focused products. b8ta will be located at 41 Northern Ave.

"Seaport is a place for continuous innovation and has continued to attract the world's most revolutionary brands. We are thrilled to offer another unique retail experience and to introduce b8ta to Boston. b8ta provides its consumers with an immersive exploration of the newest and most inventive products. We couldn't think of a more exciting retail concept to speak to the early adopters that are constantly interacting in Seaport," said Todd Norley, vice president, leasing at WS Development.

Upon entering the Seaport store, shoppers will be invited to interact with a supreme collection of unique products and brands firsthand. The space will feature four experience zones, each designed specifically for select inventory, allowing for the ultimate exploration of those items and constant consumer engagement. The b8ta model is completely transforming traditional physical retail through these custom build-outs and the hands-on experiences they afford.

A leading visionary of the "retail as a service" model, b8ta makes it easier for emerging, brands to have a physical retail presence. b8ta provides brands with real-time data that is not offered by any other retailer, including live insights into customer engagement, dwell time, discoveries and demos of their products in store. Brands receive data via an analytics dashboard, which also enables them to remotely customize the in-store point of sale experience, including marketing materials, pricing and inventory allocation.

The Seaport location will feature its largest female-focused product mix of any b8ta store to date. Bostonians can expect to find several breakthrough offerings created by and for women, including Buki and its line of technical apparel, Bee & Kin, a luxury handbag brand that combines fashion and technology, and THINX's revolutionary line of feminine hygiene products, as well as many unique programming experiences once b8ta opens its doors in Seaport.

Shoppers can also still discover exciting product innovations typically available at b8ta stores, such as Trekz Air, a bone conduction technology which delivers music through cheekbones, the Qwerkywriter S Typewriter Inspired Keyboard, the Blipbox, a beatbox and synthesizer for kids, and RadCity's electric commuter bike.

b8ta currently has 17 locations across the U.S.

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