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## Mejuri opens in Seaport at 129 Seaport Blvd.

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Boston, MA Mejuri, the fine jewelry brand founded by Noura Sakkijha in 2015 which has redefined the way women purchase jewelry—for themselves—continues their retail expansion with their fifth retail store located in the Seaport neighborhood at 129 Seaport Blvd., Unit 113. Mejuri looks forward to expanding its east coast presence in one of the city's most sought after and vibrant neighborhoods. Mejuri opened its doors June 15th.

The 1,350 s/f space will echo Mejuri's previous stores while adapting to the local environment, with custom modular mirrors, millwork and jewelry displays. Inspired by the city's collegiate architecture and detailing, the store will feature hanging ivy, vertically-stacked tiles and built-in wall niches to scale the space's existing 18 ft. high ceilings.

Continuing a neutral color palette that is seen throughout all Mejuri stores, the space introduces a

new sage green creating an inviting and intimate atmosphere.

To further enhance the customer experience, the store will include Mejuri's largest ring bar to date, a permanent piercing studio with a consultation area, and a lounge seating area.

As Mejuri continues to prioritize the health of employees and customers, the store has implemented operational changes and increased safety measures. This includes limiting capacity in store to maintain social distancing, requiring that all guests wear masks while inside and introducing phone orders.

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