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The Current in Seaport to bring local retailers to the city

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Boston, MA The Current in Seaport is thrilled to support an entrepreneurial collection of seven businesses beginning this month. The retail incubator will house these brands beginning this fall through the holiday season. Many of the participants are local to New England. The Current opened with the debut of two local businesses, Injeanius and Cupcake Mojo. Throughout October, The Current will celebrate five additional openings as shops Velocio, Harvey Traveler, and Uwila Warrior arrive along with two additional brands to be announced. Through that mix, this iteration of The Current will be home to an array of products ranging from beloved local fashion to innovative cycling apparel to family made pastries and goods for domestic and global travelers. The Current is located at 100 Seaport Blvd., adjacent to Seaport Common; it will be open from September 12 – January 16, 2021.

“The Current reopens at a time when consumer support for small business has never been more important. We have always taken great pride in introducing burgeoning brands to Boston, and we are incredibly excited to continue that mission while enabling young retail companies to activate their brands at an unusually challenging time. We truly believe the local community will love supporting these businesses through fall and holiday shopping,” said Carina Donoso, director of retail incubation at WS Development.

In just over two years, The Current has cultivated over 35 pop-ups, bringing a completely innovative retail experience to Seaport. 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.” These small, angular and intriguing structures neighbor Seaport Common creating a distinct and playful visual in the Seaport, one that is emblematic of the neighborhood’s entrepreneurial spirit.

As Seaport continues to keep safety as a top priority, numerous COVID-related precautions will be implemented at The Current. To maintain a safe and controlled environment, each store will be permitted to accommodate a limited number of guests at a time. In adherence with the city of Boston’s latest COVID safety guidelines, all staff and vendors at The Current will be required to wear a mask at all times, as are all patrons, and shoppers are highly encouraged to use a credit card for all transactions.

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