



CELEBRATING  
55 YEARS

# Derby Street Shops

## **Derby Street Shops adds four new local pop-ups**

November 27, 2020 - Retail

Hingham, MA – Derby Street Shops is celebrating local businesses this holiday season with the arrival of four pop-ups. Sports art and apparel store, I Love Boston Sports, women's fashion retailer, Cattivo, Cape Cod beach brand Wears Woody, and returning fan-favorite surf shop, Levitate, are all now open. This special community-centric combination of retail comes in perfect time for holiday shopping and will showcase a variety of offerings and gifts, from high-end fashion and must-have accessories to unique sports art and cold weather essentials.

"This holiday season, we find it more important than ever to support local businesses. Through our seasonal pop-up program, we are thrilled to celebrate incredible entrepreneurs within our community and to allow our guests to shop local and shop small with this exciting mix of pop-ups. Each business brings something special to the property and rounds out our collection of shops for the best holiday shopping experience," said Sherri Schuler, general manager of Derby Street Shops.

All four pop-ups will join Derby Street's Small But Mighty initiative this season, where Derby Street's small businesses will be highlighted leading up to Small Business Saturday (11/28) and throughout

the holiday season.

The Small But Mighty initiative will encourage shoppers to support the local shops and eateries that help make Derby Street one-of-a-kind, and all thirteen of Derby Street's local businesses will be easily identified with a Small But Mighty sticker in the window.

I Love Boston Sports creates unique, cutting edge sports art and apparel. Its love for all sports is apparent in the store's distinctive artisanal designs. I Love Boston Sports pushes the creative envelope and blurs the lines between sports and pop culture in order to delight sports fans and honor unforgettable moments in sports history. Its signature products have been featured on ESPN, FOX Sports, and grace the man caves of some of the world's most favorite athletes. I Love Boston Sports' pop-up is located in Suite 107 next to Everything but Water.

Cattivo, a Nantucket-based women's contemporary fashion retailer, will showcase a mix of trendy and timeless apparel and accessories when it debuts its holiday pop-up at Derby Street Shops. Curated with an impeccable eye for style, Mary Marathas and her three daughters will fill the pop-up with airy, floral dresses, cozy feminine sweaters, and statement-making accessories from brands like LoveShackFancy, For Love & Lemons, Maia Bergman, WeWoreWhat, Astr the Label, Lost + Wander, PatBo, Charo Ruiz Ibiza, and many more. At Cattivo, fashion forward guests will be sure to find something extra special to wear this holiday season. Cattivo's pop-up will be located in Suite 243 between Evereve and LOFT.

Levitate, the beloved Marshfield-based surf and skate company owned by husband and wife duo, Daniel and Jessica Hassett, is back for its fifth year in a row with a range of gifts for the entire family. Whether seeking cozy apparel for the cold New England winter, or for keeping it casual at home, shoppers will find Levitate's best-selling heavyweight flannels, hoodies, board room buttondowns, tie-dye t-shirts, and more. Levitate's pop-up will be located in Suite 233 next to Shoemarket.

Derby Street also adds the ultimate beach brand, Wears Woody, to its pop-up collection. Originating on Cape Cod, Owner Mike Norwood got his start by parking his iconic Woody wagon near the ferry in Woods Hole, transforming it into a pop-up shop on wheels. The brand's bold coastal style, and upscale yet casual apparel and accessories which pay homage to its namesake Woody, quickly caught on. Today, Wears Woody is a retail pioneer, specializing in "mill-to-market movement" sustainably sourced and locally manufactured goods all produced "on demand" in the company's backyard in Everett, MA. As an added bonus, through Woody's Drive Over Diabetes mission, Wears Woody donates 7% of every in-store and online sale to a group of non-profits that share in its determination to make a difference in the lives of people with diabetes and help fund a cure. Wears Woody's pop-up will be located in Suite 111 next to Francesca's.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540