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## **Helly Hansen opens 1,840 s/f store in Seaport**

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Boston, MA Seaport announces the arrival of performance driven apparel brand, Helly Hansen, which opens its first city location. Featuring active lifestyle designs capable of withstanding even the most extreme weather, Helly Hansen is poised to be a destination for the adventurous Bostonian. Helly Hansen's Seaport shop will showcase the brand's new Fall/Winter 2020 line, including high performance ski apparel and base layers, versatile hiking jackets and shells, insulators, bags, backpacks, footwear, winter accessories and more for the mountain, sailing, and urban adventurers. In addition, a selection of juniors and kids' winter apparel will be available to keep even the littlest city residents warm and comfortable all season long.

Helly Hansen in Seaport is located at 85 Pier 4 Blvd., neighboring Mejuri, and is the fourth retail store to open in the neighborhood this year. Spanning 1,840 s/f, Helly Hansen in Seaport is designed with a marine focus, speaking to the city's seaside heritage through the use of various materials, oceanic colors, artwork and other nautical aesthetics. It is among the brand's first locations in North America using its new store concept – a shop that has the feel of a traditional retail space but can convert into a unique event space.

for movie premiers, charity benefits, fundraisers, and other community-centric neighborhood events.

A nod to the experts of the great outdoors, the store will feature a "Trusted by Professionals" area that showcases a handful of the 60,000 professional skiers, sailors, ski patrollers, rescue services, and mountain guides who put their trust in Helly Hansen while combatting the world's most challenging environments.

"As a brand born by the sea and raised in the mountains, Helly Hansen is thrilled to be opening a new set of doors in Boston, a city that shares similar proximity to the outdoors as its home city of Oslo, Norway," said Matt Enders, regional retail director, Helly Hansen North America. "We look forward to outfitting Bostonians for their winter ski adventures, summer hiking excursions, and all time spent on or by the water."

"Boston is an incredibly active city filled with people who crave an outdoors lifestyle. As we shift into colder months and seek ways to enjoy the outdoors, Helly Hansen arrives at the perfect time to stock up on the best high-performance gear for trips to the mountains, going out on the water, or for braving the extreme New England winter weather in the city," said Todd Norley, vice president of

leasing, Seaport at WS Development.

The safety of Helly Hansen's guests and staff is a top priority. Numerous COVID-19-related precautions will be implemented at its Seaport location, including the requirement of all staff and guests to wear a mask and practice social distancing at all times. The store will also conduct routine and frequent cleaning and disinfecting of surfaces in accordance with CDC recommendations along with daily employee screenings. Helly Hansen will also be offering alternative shopping methods including private shopping and curbside pickup.

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