



CELEBRATING
55 YEARS

nerej

Warby Parker, Parla and La Macaron to join Assembly Row

January 29, 2021 - Retail

Somerville, MA Assembly Row has signed a new cohort of retail openings scheduled for 2021, including Warby Parker. Additionally, Parla and La Macaron are adding even more to the area's food scene.

Assembly Row continues to deliver a robust experience for visitors, residents, office workers and neighbors. These new offerings expand into categories that shoppers most request such as essential retail and varied dining choices. Recently, Federal Realty, owner/developer of Assembly Row, also confirmed that Sephora, CVS and Shake Shack are also joining the tenant roster.

Warby Parker, the eyewear brand founded with a mission to inspire and impact the world with vision, purpose and style, opens a brick & mortar location at the base of a new 500-unit apartment building currently under construction across from Caffe Nero and the Smoke Shop. This is the neighborhood's second optical shop. Parelli Optical opened in July of 2019 at the base of the Mass General Brigham building.

Parla, opening across from J.P. Licks, offers award-winning cuisine described as "a curious and whimsical departure from traditional Italian-American fare", along with an expansive menu of unique craft cocktails like its North End-based sister restaurant. La Macaron, a French patisserie featuring classic macaron cookies, opens its first Boston area location at Assembly Row near Banana Republic.

"These desirable brands are guaranteed to fulfill our audience's demands – including those who live and work here on a daily basis," said David Middleton, general manager for Federal Realty Investment Trust at Assembly Row. "In our current retail environment, these leases demonstrate the strength of the Assembly Row concept and the desire from a broad range of retailers and restaurants to partner with a first-class owner and developer. We are excited for the future and remain extremely optimistic about the long-term viability and success of Assembly Row."

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