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## Wicked Dog Apparel pop-up shop now open at Arsenal Yards

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Watertown, MA Looking to partake in some summer shopping with a local brand that gives back to the community? Head to Arsenal Yards and shop local at the Wicked Dog Apparel Pop-Up Shop

open Thursdays through Sundays now through the fall at 101 Arsenal Yards Blvd., next to Ben & Jerry's.

Launched in 2016 and inspired by a love of Boston, good times, and man's best friend, Wicked Dog has set up shop at Arsenal Yards in the space next to Ben & Jerry's. The pop-up is selling a variety of apparel for folks of all ages including shirts, pullovers, hats, bags, sneakers, and more.

Wicked Dog Apparel is passionate about giving back to the community, working regularly with various local charities and non-profits such as Last Hope K9 Rescue, Christopher's Haven, Charlestown Youth Basketball, and South End Soccer. The company recently launched its "Keep the Peace" line in collaboration with Aldous Collins, available now at Arsenal Yards, through which a portion of all proceeds will be donated to Boston artist-focused charities.

"We are so excited to debut WDA in Arsenal Yards this summer", says co-owner Vince O'Neill. "It is great to be part of a WICKED cool community and a perfect spot for our FIRST pop-up - where guests can actually feel our super comfy hoodies and t-shirts, and check out exclusive collaborations with local artists and our first WDA shoe and accessories line!"

Before or after they shop, visitors are invited to stop by some of Arsenal Yards' restaurants for a bite or drink, including City Works, Frank Pepe's, Garbanzo, Shake Shack or Chipotle. And all visitors are of course encouraged to grab a sweet treat next door at Ben & Jerry's to celebrate the summer season! Those who stop by on Saturdays in July between 2pm-5pm can also check out the Ben & Jerry's Summer Celebration series, featuring live music, local art and giveaways, happening right outside the Wicked Dog pop-up location.

"Our pop-up space provides a great option for local brands like Wicked Dog Apparel to have a presence within Arsenal Yards," said Jessica Reed, Marketing Director at Arsenal Yards. "Local community involvement is so important to us, and we couldn't be more thrilled to work with a local brand like Wicked Dog that is so committed to giving back. We look forward to helping Wicked Dog expand their reach here in Watertown, and look forward to introducing their brand to Arsenal Yards' residents, shoppers, and workers alike."

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