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Derby Street Shops adds five new tenants to retail & restaurant collection

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Hingham, MA Derby Street Shops will have five new businesses, opening between summer 2021 and 2022. Ranging from globally recognized brands to innovative startups, and featuring a mix of fashion, beauty & wellness, home décor, and new food options, this diverse collection of openings includes award-winning modern day burger stand Shake Shack, New England's first experiential and digitally driven Levi's® NextGen store, revolutionary online custom framing company Framebridge, Made-in-USA casual apparel brand American Giant, and New York City based spa brand Skin Spa New York. Additionally, previously announced restaurant Nomai will debut later this fall and locally-owned women's contemporary fashion boutique Cattivo will go from pop-up to permanent fixture at Derby Street in November.

"This exciting new wave of openings speaks to the evolution of our property, further providing a one-stop-shop for our guests and giving them more reasons to spend their day with us. These are also best in class brands and many of them have chosen us as their first location in the region, adding to the vibrancy of Derby Street and offering even more unique products and experiences to our loyal community. We are so happy to welcome these businesses and to continue bringing new concepts, services and culinary options to our guests," said Sherri Schuler, general manager of Derby Street Shops.

Framebridge

now open. Framebridge has expanded with its first location in New England at Derby Street Shops. The brand has revolutionized custom framing, recreating the traditional framing experience by offering high-quality, affordable, and fast custom framing direct-to-consumer. After four years of record growth, and hundreds of thousands of unique items framed, the company opened its first retail location in March 2019. Today, there are eleven stores and counting. Now open, Framebridge at Derby Street provides shoppers with an entirely unique and customized experience for all of their framing needs.

Levi's®

opening in November. Iconic denim brand Levi's® will debut its first NextGen store in New England this November at Derby Street Shops. Designed to give customers an authentic, compelling, and consistent expression of the Levi's® brand, NextGen stores aren't just about transactions, they are about an experience. Shoppers at Derby Street will be able to connect with the Levi's® brand, find

and customize new looks, and work directly with their in-store stylists. A few highlights shoppers will notice when visiting the store: A Tailor Shop where guests can see examples of customization and collaborate on crafting their own unique creations with patches, colored rivets and other elements to truly make their Levi's® their own; a digitally focused store design that is lighter, modern and more open with simpler signage displays to help shoppers easily navigate the store; and reimagined fitting rooms designed to be more useful in helping consumers find the perfect fit. Guests will also enjoy online ordering with in-store or curbside pickup and in-store personal shopping appointments.

Skin Spa New York will be opening in November. This fall, Skin Spa New York will open its premier suburban location in Hingham at Derby Street Shops. Established in 2005, Skin Spa is a multi-location spa brand focused on creating affordable luxury within the spa industry. With five locations in Manhattan and two in Boston, Skin Spa has created urban retreats, offering single service, package and membership options for all things skin and body. In addition to its specialty spa services and packages, including skincare, laser hair removal, advanced skin rejuvenation, face and body sculpting, massage and more, Skin Spa at Derby Street will offer Thom Elzner Skincare, Skin Spa's proprietary line of skincare products.

Cattivo

will be opening in November. First debuting as a wildly popular pop-up in fall, 2020, Cattivo strongly resonated with Derby Street's fashion minded shoppers and will join the property permanently in a new space in November. The local and female owned women's contemporary fashion retailer will continue to showcase a mix of trendy and timeless apparel and accessories. Curated with an impeccable eye for style, owner Mary Marathas and her three daughters will fill the shop 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. Cattivo's pop-up will remain open until it moves to its permanent space, located next to Chipotle, in November.

American Giant

will be opening later this year. Expanding with its first location outside of New York and California, American Giant is the Made-in-USA apparel brand behind "the greatest hoodie ever made". American Giant was founded in 2011 in a moment of opportunity: where the dissatisfaction with the apparel industry's relentless march toward cheap globalized supply chain and abandonment of America's manufacturing communities, met with the internet, ecommerce, and manufacturing innovation. American Giant jumped in, confident in the belief that consumers wanted a choice and that there were still enormous possibilities in America's factories. American Giant makes simply designed, premium clothing for men and women with the highest standards of quality. Approaching each garment meticulously, they ensure high quality materials, fabric, design details, and stitching. The brand is reinvigorating the great tradition of American sportswear, while investing in domestic farmers and communities.

Shake Shack

will be opening in 2022. Modern day "roadside" burger stand Shake Shack will open its first South Shore location at Derby Street Shops in 2022. Shake Shack is known for its 100% all-natural Angus

beef burgers, chicken sandwiches and flat-top Vienna beef dogs (no hormones or antibiotics – ever), spun-fresh frozen custard, crinkle cut fries, craft beer and wine and more. With its fresh, simple, high-quality food at a great value, Shake Shack is a fun and lively community gathering place with widespread appeal. “We are excited to share that Shake Shack will join the Derby Street Shops next year,” said Andrew McCaughan, chief development officer at Shake Shack. “We’re looking forward to joining a great lineup of shops and restaurants, and bringing our modern roadside burgers and delicious hand-spun shakes and Hingham community.” Shake Shack at Derby Street will occupy a 4,000 s/f space with design elements inspired by Massachusetts and local historic architecture. Using Shake Shack’s time-saving digital pre-ordering and fulfillment service, the Shack App, guests will be able to pick their food, choose a pickup time and their meal will be cooked-to-order and timed to arrival. Ample indoor and outdoor seating will be available for guests or they can take their order to go.

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