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WS Development plans 125,000 s/f The Superette in Seaport District

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Boston, MA Real estate developer WS Development unveiled plans for a new retail destination named The Superette that will open in the city's Seaport District in spring-summer 2022. Inspired by an European square, the 125,000 s/f retail destination is oriented around a central courtyard and will consist of a curated mix of 40 stores, restaurants and entertainment venues. The Superette is an integral part of WS Development's transformation of 33 acres of waterfront in the Seaport, and it contributes to the over one million s/f of retail planned for the neighborhood.

Spanning an entire city block in the Seaport neighborhood, The Superette will bring an experience-first approach to retail - featuring a lineup of brands with an emphasis on quality, eclecticism, and discovery. The name "Superette" is a playful nod to the unexpected, bringing a term best known to describe a minimart to this new one-stop shopping destination that has been reimagined for a new, modern audience.

Designed by the New York office of design firm Kohn Pedersen Fox (KPF), The Superette will occupy the first two levels of the EchelonSeaport residential complex in an architectural space, grounded by a courtyard with umbrella-shaded bistro tables and public seating. In keeping with the new tradition of the surrounding neighborhood, The Superette's courtyard will host year-round public programming and activities.

"KPF is delighted to see the retail at EchelonSeaport come to life, fulfilling a shared vision of giving Seaport a human scaled, public 'town square.' The buildings present a diverse arrangement of carefully crafted, intimately sized elements composed of the highest quality materials and designed to activate the public realm and create an exciting place for all," said Elie Gamburg, principal at Kohn Pedersen Fox.

"We are thrilled to share the details around The Superette today," said Ariel Foxman, general manager of Boston Seaport. "There is so much joy and enchantment baked into every detail of this neighborhood oasis. We simply cannot wait to welcome everyone into this unique space, whether you are looking to be delighted or just take a moment for a pause. This coming spring, The Superette will undoubtedly become a must-visit and must-return destination for Bostonians and visitors to our city alike."

The new destination's roster of tenants includes sought-after retail stores such as Rag & Bone, Le Labo, Todd Snyder, Alo Yoga, Vince, Scotch & Soda, and Framebridge, and many first to Boston brands including Daniel Cremieux and Mack Weldon. Andrew Alicea, owner of neighborhood favorite Seaport Barbers, will open his second Seaport location, a full-service salon - at The Superette, as well.

Lucid, a luxury electric vehicle manufacturer, will open its first New England location at The Superette, as will high-tech indoor mini-golf, entertainment and dining concept Puttshack. The retail collective at The Superette will be complemented by innovative dining venues including beloved speakeasy cocktail bar concept, The Garret Bars, which will expand to New England with its first location outside of NYC.

Additional retail and dining venues opening at The Superette will be announced in the coming months.

As of 2021, WS Development has opened over 300,000 s/f of new retail in the Seaport, adding amenity, fashion, food and entertainment.

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