



CELEBRATING
55 YEARS

nerej

Legacy Place continues growth with 12 new businesses arriving in 2022

April 08, 2022 - Retail



American Giant at Legacy Place; Credit: Ben Gebo Photography

Dedham, MA Legacy Place continues its impressive growth as a leading open-air shopping destination with twelve new businesses arriving in 2022. This exciting new wave of openings ranges from new to market and globally recognized brands to local favorites, and features a mix of fashion, décor, restaurants, coworking space, and health and wellness. The mix includes all-day eatery and local favorite, The Friendly Toast, the newly opened Made-in-USA apparel brand American Giant, Massachusetts-based athleisure brand Booty by Brabants, women's fashion boutique Evereve, creative Japanese tea concept Möge Tee, and previously announced pioneering brands, AllModern

and Industrious. These seven exciting openings will join several other industry leading brands slated to open this year, including transformative eyewear brand Warby Parker, internationally recognized ramen restaurant Menya Jiro, award winning health and wellness company Restore Hyper Wellness, innovative urgent clinic Carbon Health, and leading mattress brand, Tempur-Pedic, further complementing Legacy Places ever evolving lineup of businesses.

“As part of Legacy Place’s commitment to offering our guests the most sought-after shopping destinations, brands, and experiences, this tremendous new wave of openings will allow us to connect with our community in even more unique ways. We are honored to welcome so many exciting businesses in 2022 and thrilled to continue bringing unique new concepts, services and culinary options to the neighborhood,” says Suzanne Kelly, general manager of Legacy Place.

The Friendly Toast - Opening summer 2022

The Friendly Toast serves up creative meals in a truly unique atmosphere and offers a fun and exciting dining experience while using the freshest and most flavorful ingredients. In addition to the huge menu selections, the scratch kitchen also offers gluten-free, vegetarian, and vegan options and rotating seasonal food and drink specials exclusive to the Dedham location. The 4,300 square foot Friendly Toast at Legacy Place will offer all-day brunch and can accommodate 140 guests in the dining and bar areas.

American Giant - Now Open

Expanding with its second 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. Inspired by Boston’s historic Garment District where thousands of immigrant men and women worked tirelessly to make quality garments, American Giant strives to continue that Legacy. 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.

Evereve - Opening summer 2022

Evereve dresses the modern woman to feel confidently put together, no matter where her day takes her, with clothes that are modern, versatile and have just the right amount of edge. Evereve at Legacy Place will offer the same personalized styling experience as its other retail locations and feature a fashion forward mix of its bestselling brands including PAIGE, Good American, Z Supply, Michael Stars, Dolce Vita and its signature label.

Booty by Brabants - Opening spring 2022

Known for its community-driven, inclusive approach and strong e-commerce business that has attracted consumers globally, Massachusetts-based athleisure brand Booty by Brabants will expand its brick-and-mortar presence this Spring with the opening of its second permanent storefront at

Legacy Place following the company's first permanent store which opened fall 2021 at MarketStreet Lynnfield. For the last few years, Booty by Brabants had successfully opened 10 pop-up storefronts, including at Legacy Place, MarketStreet Lynnfield, Boston and within Cranston, Rhode Island's Garden City Center. Customers at Legacy Place will have access to much of the same inventory available online in addition to exclusive in-store perks such as early access to new product releases, products from the brand's sister company Body by Brabants, as well as events and in-store sales.

Möge Tee - Opening summer 2022

Modern tea concept Möge Tee offers a unique and innovative new-style tea beverage with the most natural and freshest taste, inspired by thousands of years of Chinese traditional tea culture. All tea drinks are brewed from high-quality tea leaves and mixed with creative ingredients and toppings, such as fresh fruits and cheese foam. Guest can expect an assorted tea menu of fruit tea, bubble tea, cheese foam tea, yogurt fruit tea and more, as well as a variety of tofu puddings, dorayakis, and soufflés.

Legacy Place is located at 680 Legacy Place.

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