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WS Development names tenants at The Current

May 27, 2022 - Retail

Boston, MA Boston Seaport by WS Development presented the Spring/Summer 2022 edition of its now iconic retail incubator, The Current. Reminiscent of The Current's 2018 debut, this iteration will showcase female-owned brands, the majority of which are local. Nine small businesses in total, the lineup includes limited edition loungewear company, 1987; popular women's fashion boutique and design studio, Ouimillie; vegan nail design from SCRATCH Nail Wraps; pioneering beauty brand, Flyte.70; coffee brew masters, Coffee Bae; sustainable baby food and accessories brand, The Little Cocoa Bean Company; fine jewelry purveyors, Brave Daughters; plant care and styling, Wesleaf Design and Décor; and inspiring word bracelets from Little Words Project.

The Current will be open May 12 through July 30, and is located at 100 Seaport Blvd., adjacent to Seaport Common.

"The Current is Boston's go-to shopping destination for discovering the most exciting emerging brands. We are so proud to feature a collection of all female owned businesses, once again, and we think shoppers will particularly appreciate the sustainable lens through which many of these incredible businesses are operating," said Carina Donoso, senior director of retail experience & incubation, at WS Development.

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