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Aerie to debut a dedicated store at Derby Street Shops this fall

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Hingham, MA According to WS Development, Aerie will debut a dedicated store at Derby Street Shops this fall. Aerie is committed to creating exceptional merchandise collections while positively influencing the way women see themselves and treat others. Currently located within American Eagle at Derby Street, Aerie will soon move to its own dedicated storefront offering its line of intimates, apparel, activewear and swimwear with every piece designed for comfort. The Aerie brand promotes body positivity, empowerment, and confidence.

The new Aerie location will be highlighted by an open, welcoming front and areas to relax, take selfies or engage in fun experiences while shopping. Aerie is the place for everyone to feel comfortable.

Aerie at Derby Street Shops will be located next to REI at 98 Derby St., Suite 417.

With what launched as a pledge to forgo all retouching of campaign imagery in 2014, the brand's powerful #AerieREAL platform continues to inspire women around the world to not only love themselves, but to help empower other women. Leading the charge behind the self-love movement, Aerie was one of the first brands to stop using models in its campaigns, rather highlighting real women who support its mission, and continues to do so today.

"Having had a super successful American Eagle store at Derby Street for the better part of a decade, the company will be opening an Aerie store in the very near future, just one door away. As a brand that offers great apparel, allows women to feel confident, and fully supports diversity, inclusion and self-love, we are proud to be their partners. We are really looking forward to expanding its presence at the property this fall," said Brian Sciera, senior vice president, leasing WS Development.

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