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## Boston Seaport by WS Development presents 10th edition of its retail incubator, The Current

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Boston, MA Boston Seaport by WS Development has presented the 10th edition of its retail incubator, The Current. Since its debut in 2018, The Current has featured more than 75 brands, many of which have been women-owned. Now in its 10th season, The Current's milestone edition will showcase a unique collection of businesses.

The fall-winter Current lineup includes handcrafted bite-sized cupcakes from Baked by Melissa; sustainable women's clothing brand, KADA; accessories and apparel brand, Mure + Grand; revolutionary equal-share streetwear brand, ONE432; hats and beanies that give back from Project Paulie; essential hair beauty products by Sleepy Tie; plus three encore businesses: fashionable retail brand 7uice, created by Boston Celtics player Jaylen Brown; fine jewelry purveyors, Brave Daughters; and natural candles and incense from Lifebloom.

The Current will be open October 7th through December 31st, and is located at 100 Seaport Blvd., adjacent to Seaport Common.

“The Current has quickly become a favorite for shoppers seeking emerging brands and unique products. Celebrating this milestone of ten seasons is even more exciting because we are welcoming such a strong collection of businesses, ones that blend community-mindedness with high-quality offerings. The Current will surely drive traffic to the neighborhood during the fall and of course, throughout the gift-giving season,” said Carina Donoso, senior director of retail experience & incubation, at WS Development.

In celebration of The Current’s opening on Friday, October 7, Boston Seaport hosted live music by The Last Minute Band, as well as handed out churros from Puffy Clouds on Seaport Common.

In addition, The Retail Darwin will launch “Shop Talk,” a series of conversations with leaders across the retail sector, exploring the post-pandemic impact on the consumer experience and retail market. Topics will include Experiential Shopping, Physical Retail, Omnichannel Marketing, Brand Storytelling, Technology and Innovation, Founder Stories, and more. The inaugural panel conversation, highlighting the founders from The Current’s 10th edition, will take place on Wednesday, October 26.

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