



CELEBRATING  
55 YEARS

# nerej

## injeanius opens at the Seaport's The Superette

December 23, 2022 - Retail



Boston, MA Local fashion guru and business owner, Alison Barnard O'Brien, will open her new denim bar and style lounge. injeanius is the first female-owned, local business to open at The Superette, the Seaport's newest retail and dining destination.

injeanius has been the city's premier denim destination since opening in 2005. The concept of a denim boutique emerged during O'Brien's final year of business school at Babson College, when she identified a market opportunity for personalized denim services. Her North End store was a staple for locals and visitors for 15 years before moving to the Seaport where injeanius opened a pop-up at Seaport's retail incubator, The Current, for multiple seasons. injeanius now finds its

permanent home at Seaport's The Superette. While the store location has changed, injeanius remains committed to helping women navigate the evolving world of designer denim, and identifying style and fit options that elevate their confidence.

Now, with over 1,100 s/f of retail space at The Superette, O'Brien has expanded her inventory to include a curated selection of luxe cashmere sweaters, tops, outerwear, and accessories – every item to complement the perfect pair of jeans. She even stocks dresses and non-denim bottoms.

O'Brien is deliberate in her approach to sourcing denim and apparel, and balances the importance of sustainability, affordability, all while considering fit, wearability and trends.

injeanius' denim selection, which includes the likes of Mother Denim, Agolde, Re/Done, and L'Agence, is unparalleled. The injeanius team is able to drill down a client's preferences to the most flattering fit, fabric, and style, all while making the experience fun and oftentimes, eye-opening. There are many occasions where women visit the store with a denim style in mind and leave with something completely new and different.

injeanius' new style lounge is complete with a curved velvet sofa, terrazzo topped denim bar, as well as an 8' chandelier made of vine-like denim strips. Beautiful navy arches lead to a watercolor abstract wallpapered fitting room. It's the perfect backdrop for the shop's growing private events business. injeanius has already started hosting business networking events and ladies' night out styling parties, and recently launched a "meet the maker" series to showcase products of local tastemakers. A native to the Boston area, O'Brien feels that community connection is at the heart of her business - whether it is styling local women, helping visitors navigate the Seaport scene, partnering with local makers, working with local charities, or spearheading a denim recycling program. Small impacts are truly mighty.

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