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## Derby Street Shops features open air shopping, first-to-market brands, dining, and more

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Hingham, MA Open air shopping and lifestyle destination Derby Street Shops has been a part of the South Shore since 2004. Nearly twenty years after opening, Derby Street is connected more than ever to the community and its changing needs. As the South Shore's population has grown by 7-10% in post-pandemic years, with many of those new residents coming from urban environments, Derby Street makes it a top priority to evolve with its community by introducing new waves of retail and restaurants and by taking the retail experience outside of its four walls through special amenities, public art, experiences, programming, and community partnerships. Derby Street is a destination where guests can spend their entire day.

Derby Street continues to introduce many “firsts,” including new and first-to-market brands that otherwise may be found in cities, and many brands that are new to the South Shore. In 2022, Derby Street welcomed eight new brands across dining, fashion, home decor, and wellness, including the locally owned Untold Brewing; the first Pottery Barn and Shake Shake on the South Shore; a dedicated storefront for Aerie, which previously was located within American Eagle; Nomai restaurant; jewelry brand gorjana; and the first Massachusetts suburban location of Skin Spa New York and Skin Laundry. It also debuted the first Framebridge in New England in 2021.

In 2023, Derby Street will welcome the arrival of performance apparel brand Vuori, Brooklyn based, Mia’s Bakery, which expands to Massachusetts with its first locations outside of New York at three WS Development properties, including Derby Street, Boston’s Seaport, and The Street Chestnut Hill later this year; and much more.

Derby Street is committed to creating valuable local partnerships with South Shore businesses. Shoe Market will celebrate its 20th anniversary at Derby Street this year. In 2021, Derby Street debuted its first pop-up beer garden with local brewery, Untold Brewing. The beer garden returned in 2022 and as a result of its success, Untold expanded its presence at the property with the opening of a year-round brewery and restaurant. Local surf and skate brand Levitate has popped up at Derby Street for seven different holiday seasons. Additionally, local fitness instructor and founder of Barre by Jenn, Jenn Maturo, first debuted her classes at Derby Street as part of Derby Street’s outdoor fitness series, and went on to open a fitness studio, PULSE Studio, at Derby Street. This summer, Strand the Boutique, a Duxbury-based women’s fashion shop, will open a pop-up at the property.

As of Q1 2023, vacancy rate is down to 1.4%, an indication that businesses are identifying Derby Street as a desirable location in their strategic decisions on new retail locations.

Derby Street offers the convenience for shoppers to also bank, grocery shop, and enjoy a range of services and amenities. From free Wi-Fi to complimentary parking, dog-friendly amenities, murals & art installations, a little free library, outdoor green space for community programming, and surprise and delight moments throughout, the property is committed to making the shopper’s experience an enjoyable and seamless one.

“As we continue to bring new businesses to the property, Derby Street further evolves as a one-stop-shop for our guests to spend their day and a one-of-kind destination on the South Shore for finding exciting new-to-market brands alongside beloved local ones. Many of these national brands have chosen us as their first location in the region, while local businesses are finding a home

at Derby Street to further connect with our loyal community. We're thrilled to offer the South Shore a truly special open-air experience and to continue welcoming exceptional brands into our vibrant mix of businesses," said Caroline Hessberg, general manager of Derby Street Shops.

"With the success Vuori has seen with our first Massachusetts store in Boston, which opened in 2022, Derby Street, was an easy decision for a second location, with their engaged local community, like-minded brands and architectural charm. We are very excited to bring Vuori to the Derby Street community in 2023," said Catherine Pike, vice president of retail at Vuori.

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