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## **Derby Street Shops opens performance apparel store - Rhone**

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Hingham, MA Rhone, the men's high-performance apparel brand engineered for an active lifestyle continues its brand expansion in Massachusetts with a new store opening at Derby Street Shops in late summer 2023.

"We are excited to open our doors at Derby Street Shops and look forward to continue building the Rhone brand in the Boston area. As a local Connecticut brand with strong roots in the Northeast, we have received overwhelming support from the community already, making us confident that this market will play a vital role in our expansion," said Dimitrios Drimonis, VP of retail.

"We're thrilled to welcome Rhone to Derby Street Shops. Rhone adds another great destination for our male customers to shop with us. Whether it's commuting to work, working out, or just finding comfortable and stylish everyday favorites, Rhone has something for everyone. We look forward to seeing their success here with us", shared Caroline Hessberg, general manager of Derby Street Shops.

When visiting the Rhone store at Derby Street Shops, guests can expect a premium and welcoming in-store experience. With a clean and modern aesthetic, the store design allows the products to take center stage while offering a bright, open space to explore. Shoppers can expect to find a wide array of performance-driven apparel designed for versatility. The store will showcase Rhone's bestsellers, wardrobe staples, and new seasonal styles. Each item is crafted to deliver durability and functionality. Whether it's for intense workouts or everyday activities, the Rhone collection offers a range of options that meet the demands of today's active lifestyles while also being engineered for comfort.

As a brand, Rhone sets itself apart through its unique qualities and values. The company is dedicated to using its platform and products to address the complex issues that modern men face. From raising awareness about mental health crises to building supportive communities, Rhone strives to support men by providing practical tools, resources, and versatile clothing for every aspect of their daily routine. Keenly aware of environmental impacts from manufacturing processes, Rhone takes responsibility to find sustainable fabrics and incorporates ethical partners along the way. The brand constantly works towards being more responsible, utilizing a variety of fabrics, such as polyester, recycled polyester, twills, lyocell, and organic pima cotton, as well as technologies to create best-in-class products that can withstand intense workouts and long commutes.

Through various initiatives and activations, Rhone engages with and supports their local communities to do “their part” and make a positive impact. To date, this has included anything from volunteer days, beach cleanups, fundraising and driving awareness for charitable partners through dedicated products or collections, to hosting monthly events such a Rhone’s signature “Mind & Muscle” that promotes mental health and wellness.

Rhone will be located at 94 Derby Street, Suite #241.

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