



# nerej

## **Brave Daughters opens permanent location at the Seaport's Superette**

October 27, 2023 - Retail

Boston, MA Following its pop-up at Boston Seaport's retail incubator, The Current, Brave Daughters, the bespoke forever jewelry brand, has a new location at 70 Pier Blvd. suite 420. On October 21st, Brave Daughters opened its permanent storefront, located at the Seaport's retail and dining destination, The Superette.

Brave Daughters was formed in 2018 from a desire to do jewelry differently. This woman-owned business prioritizes personal connection and sustainability to create an in-store experience that allows shoppers to design permanent keepsake pieces that last forever. Purveyors of fine jewelry that is made to live in, Brave Daughters encourages shoppers to re-imagine their everyday jewelry as an opportunity to "Wear Your Magic" and tell their own story.

Brave Daughters' new jewelry studio at The Superette will offer everything that shoppers love about its pop-up but in a larger space to better design the perfect bracelets, necklaces, rings, and more. The store will showcase the brand's ever-evolving chains, charms, and gems in its forever jewelry collection, all designed in house by Brave Daughters' team. Each piece of forever jewelry is custom fit and designed in collaboration with the shopper to create a piece that is one-of-a-kind. It is welded onto the body and is a clasp-less, painless, and meaningful way to celebrate special occasions. All forever jewelry is meant to evolve with the ability to add charms and gems to existing pieces over time. Brave Daughters will also feature a curated collection of heirloom, estate jewelry, and small batch designers.

In celebration of its new Seaport store, Brave Daughters hosted a special pre-opening event on October 20 for guests to shop Brave Daughters' Forever collection and more with complimentary food and beverage, and nail designs by art-forward luxury beauty brand, Frosted Tips.

"We have so much love for Boston. This city welcomed us at The Current with open arms for four amazing pop-up seasons and we are thrilled to bring you our unique jewelry vision, permanently. We couldn't be more honored to call The Superette our new Forever home. Get ready to have some fun, Seaport!" said Erin Myles founder/CEO of Brave Daughters.

"Having been a returning pop-up at The Current for four seasons, Brave Daughters has become an integral part of our retail family. We're so proud to be able to support the brand through its pop-up and now see its success lead to a permanent home. It is truly a wonderful and very welcome addition to our growing mix of innovative brands at The Superette," said Ariel Foxman, vice

president, brand & experience, Boston Seaport by WS Development.

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