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## **The Seaport welcomes Rhones' 15th location**

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Boston, MA Rhone, the wellness brand renowned for performance-driven apparel, has opened its newest retail location in the Seaport district. The opening marks Rhone's 15th store and 12th opening in the last year, more than doubling the company's footprint in the past 12 months. This expansion is propelled by consumer demand for Rhone products that combine functionality with style.

Rhone's Boston Seaport location will continue its brand mission of building a community focused on a balanced life of both physical and mental fitness. From raising awareness around mental health to providing individuals with practical tools and resources to navigate relationships, Rhone has been able to create a community that supports individuals while providing them with versatile clothing for every aspect of their daily routine.

"Boston has always been a city of trailblazers, embodying a spirit of determination and a commitment to well-being," said Nate Checketts, co-founder and CEO of Rhone.

"We believe the Boston Seaport perfectly aligns with Rhone's values of quality, performance, and community building and this location serves as an ideal market for our next store, providing us with the opportunity to connect with a community that shares our passion for an active and balanced lifestyle."

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 and technologies to create best-in-class products that can withstand intense workouts and long commutes.

"Boston Seaport is delighted to welcome Rhone, a brand that truly embodies the fusion of fashion and function. Their premium activewear will no doubt become a staple for our discerning clientele who seek both performance and style," says Ariel Foxman, VP of brand and experience, Boston Seaport.

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