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The Superette welcomes the newest pop-up - The Great Put On

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Boston, MA Martha's Vineyard boutique, The Great Put On, has opened a six-month pop-up store at Boston Seaport's award-winning retail haven, The Superette, marking a significant expansion from its island origins. Established in 1969 by Kenneth Bilzerian, the store debut was on December 16th with an opening party and jewelry trunk show. The evening featured a showcase of jewelry from designers like Kika Alvarenga and Dana Kellin, along with music by DJ Toto, and desserts.

The Great Put On's pop-up is located at Boston Seaport's The Superette, 70 Pier 4 Blvd. Suite 240, through May 30th, 2024.

Nicole Bilzerian, who began her journey as a buyer's assistant and blossomed into Kenneth's life partner and co-owner, said, "Kenny's innate fashion acumen has been the guiding light of our boutique's evolution." Their joint venture in the 1980s marked a significant turning point, as they introduced avant-garde designers such as Katharine Hamnett and Norma Kamali. On opening day, The Great Put On showcased a selection of contemporary designers and jewelry artisans such as Ulla Johnson, Golden Goose, Isabel Bonnito, Kristen's Du Nord, Gimo, Lizabeth, Hulchi Belluni, Lene Vibe, Herno, Campomagi, and Bogliogli.

The Seaport location is a response to the growing demand from the boutique's Boston-based clientele and represents a commitment to bringing its fashion perspective and personalized styling services to a new urban audience. Dillon Bilzerian and Erika Chancellor, the next generation of the Bilzerian family, have played a key role in this new venture, continuing the family's legacy in the fashion industry.

"We are thrilled to bring The Great Put On to Boston Seaport, where our unique vision for fashion-forward style can thrive," said Dillon Bilzerian, co-owner of The Great Put On.

The new Seaport location will mirror the Martha's Vineyard store in offering personalized styling services, a signature of The Great Put On's commitment to customer satisfaction. Shoppers can expect collections and designs that have consistently set the boutique apart from contemporary fashion stores. The opening in Seaport is timed with The Great Put On's 55th anniversary.

"The addition of The Great Put On to The Superette is a celebration of local entrepreneurship and unique fashion. It's a pleasure to support a locally owned business that has such a rich history in style and personalized service. Their presence here is sure to add another vibrant, stylish dimension

to Boston Seaport,”says Ariel Foxman, VP brand & experience, Boston Seaport.

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