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WS Development's The Current reopens for 14th season

February 23, 2024 - Retail



Boston, MA Boston Seaport by WS Development has released the lineup for the 14th edition of the retail incubator, The Current. This season, which began February 1st, will showcase a mix of several new and returning businesses in apparel, beauty, and sweets, each bringing experiences and products to the waterfront. With this latest iteration, The Current continues its tradition of introducing new brands, enhancing the new-and-next ethos in the neighborhood.

The Current will have return pop-up favorites like Olfactory, known for its custom fragrance experiences, and Baked By Melissa, celebrated for its delightful bite-sized sweets.

New to The Current are Revolve Consignment, a Massachusetts-based, family and women-owned business specializing in high-end resale fashion. Revolve offers a selection of designer goods with an evolving inventory to ensure a fresh and exciting assortment of looks with each visit. Woman-owned Serenity Beauty also joins the lineup with pampering and rejuvenating experiences, providing brow shaping and tinting services as well as specialized skincare. The Half Cookie, a local bakery, brings a twist to cookie flavors with its hand-rolled, small-batch approach, guaranteeing an indulgent treat for every customer. Mass Hole Donuts from Somerville presents a new concept with its donut holes. Using the 'filet' of the donut, it offers customers the chance to indulge in a variety of flavors with a weekly changing menu celebrating Massachusetts culture with every bite. The Point Clothing Lounge steps into the scene, focusing on creating an environment specifically catered to luxury, quality, and comfort. It offers a curated variety of men's clothing, featuring brands like Oliver Cabell and Barbour, along with shoes, accessories, watches, and top-tier skincare. PAQU Native Clothing introduces a sustainable approach to apparel with its high quality alpaca garments, craftsmanship and a commitment to ethical practices and environmental stewardship while supporting indigenous towns of Ecuador.

Carina Donoso, vice president of retail experience & incubation at WS Development, said, "We are excited to introduce a variety of exceptional local businesses in our 14th iteration at The Current. These brands, deeply rooted in their own communities, are poised to become integral parts of the Seaport experience. Our new lineup includes the neighborhood's first high-end consignment store, along with an enticing selection of sweet treats, offering perfect opportunities for indulgence or thoughtful gifting. As these brands make their debut in the neighborhood, we anticipate they will quickly become favorites among shoppers."

The Current will be open from February 1 to April 15, 2024. Operating hours are Monday to Saturday from 11am to 7pm and Sunday from 12pm to 6pm. It will be closed on public holidays.

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