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Two new retailers at WS Development's The Shops at Blackstone Valley

March 29, 2024 - Retail



Millbury, MA WS Development's The Shops at Blackstone Valley added two new businesses. Yoga-inspired, technical apparel brand lululemon has expanded to the property with its first location in the MetroWest area. Now open, lululemon features its complete line of men's and women's athletic wear, including bestselling performance shirts, shorts, and pants, as well as lifestyle apparel and yoga accessories. Eyewear retailer Warby Parker will open at The Shops at Blackstone Valley later this year, showcasing its full assortment of optical and sun eyewear offerings, its brand of daily contact lenses Scout by Warby Parker plus third-party contacts, accessories, and more. Warby Parker will also offer in-store eye exams.

"We're always looking to bring exciting shopping experiences to The Shops at Blackstone Valley and are thrilled to welcome these two pioneering brands. The Millbury community has already welcomed lululemon with open arms and Warby Parker is sure to be a destination for shoppers'

eyewear and eyecare needs when it debuts at the property later this year,” says Bryan Furze, SVP of Leasing at WS Development.

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