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Derby Street Shops welcomes Lilly Pulitzer

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Hingham, MA Derby Street Shops in Hingham is set to open resort wear brand Lilly Pulitzer this spring/summer of 2024. The store is poised to make a splash with its happy prints, optimistic palette and welcoming atmosphere. Lilly Pulitzer at Derby Street will include a broad selection of its women's apparel and accessories, along with its beloved kids' line and "mommy & me" selections.

"We are delighted to be opening in Hingham this spring/summer — it's exciting to have another location in the Boston area to experience and shop the Lilly Pulitzer brand," said Michelle Kelly, CEO of Lilly Pulitzer. "We look forward to greeting long-time customers of the brand in this new location, delighting those who are experiencing Lilly for the first time, and building community through local partners and organizations."

Complementing Lilly Pulitzer's collection of dresses, sportswear, Luxletic activewear, swimwear and more, the new shop will feature design details that capture the energy of the region in an aspirational yet relaxed setting. Upon entering the store, shoppers will be greeted by Lilly Pulitzer's signature color palette of soothing shades of blue and brand-favorite hot pink, shell print wallpaper and hand-shelled mirrors throughout, mother of pearl Capiz finishes, and chandeliers. Known for its hand-painted fitting rooms, each room will incorporate seaside elements and custom toile that embodies all the destinations in and around the Boston area.

Lilly Pulitzer will be located next to LOFT at Derby Street Shops, 98 Derby St.

"Lilly Pulitzer is such an exciting addition to the Derby Street Shops and we look forward to welcoming the brand's colorful energy to Hingham!" says Caroline Hessberg, general manager of Derby Street Shops.

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