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## **Boston Seaport by WS hosts The Current Cabanas' 15th season**

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Boston, MA Boston Seaport by WS has welcomed the 15th season of The Current, now reimagined as The Current Cabanas. This innovative retail concept will transform into a summer shopping destination from May 16 through September 2, 2024, featuring a collection of pop-up shops from both new and returning brands. Each of the nine tiny-home-inspired cabanas, developed by the Brooklyn-based architecture firm nArchitects, will showcase products ranging from high-end consignments to custom embroidery and gourmet confections.

For this season, each cabana will be a sunny pop-up paradise. These designs not only complement the neighborhood's waterfront views but also create an inviting backdrop for the products offered by each brand.

This season's brand lineup includes:

- Culture POP - Probiotic soda made with organic juices and spices, presented in The Soda Stand.
- Great Goods x Goody Great - Customized chain stitching and embroidery by Boston's own Amelia Fitch, offering personalized tote bags, caps, and more.
- Love & Flour - Artisan cakes and French macarons crafted with joy in Mass.
- Megababe - Tackling taboo body issues with clean, cruelty-free beauty products, including its popular rose-scented deodorant.
- Revolve Consignment Boutiques - A leader in luxury consignment, featuring ready-to-wear apparel and accessories from Gucci, Ulla Johnson, and Bottega Veneta. (returning, local, women owned)
- Sugarfina - A luxury confectioner known for its fashionable and experiential approach to gourmet sweets and candies. (new, women owned)
- The Point - Offering a curated variety of men's clothing, featuring brands like Oliver Cabell and Barbour, along with shoes, accessories, watches, and top-tier skincare. (returning, local)
- The Inside - A fun, accessible approach to home furnishings that invites shoppers to explore various design styles. (new, women owned)
- Zereno - Ethical, handcrafted bags and accessories that reflect the spirit of Colombian art and craftsmanship. (new, women owned)

Cailey Hudson, director of retail experience & incubation at WS Development, said, "Since 2018, The Current has launched over 130 pop-ups. As we approach the sixth anniversary of its inception, we are so excited to unveil The Current Cabanas, which represent a dynamic evolution of our retail experience. These cabanas not only enhance the Seaport's summer vibe but also provide a platform for a diverse mix of national and local brands to connect with the community and one another."

"The Inside couldn't be more excited to launch our first-ever dedicated retail location as part of The Current Cabanas. The Inside was founded on bringing the joy of decorating into your home with fun furnishings, which makes the collaboration with The Current Cabanas such a perfect fit. Together with The Current, we're bringing color, pattern, and paradise to Seaport this summer," says Elizabeth Telford, general manager of The Inside.

Tom First, founder and CEO of Culture Pop said, "We are so excited to bring our brand to life and interact with the Boston community throughout the summer. Up until now, we've done small scale partnerships & event sponsorships to introduce our soda to consumers IRL, so we are ecstatic for the activation all summer long to provide the neighborhood with the opportunity to try all our flavors

& get the full Culture Pop Experience.”

“I’ve been stitching with brands in Seaport for many years now and it is always so great to see the reaction these events get. From a packed store at the Stio opening to the line around the block at 1987, the crowd at the Seaport stores is consistently strong and excited about the handmade quality that chainstitch embroidery imbues in an item,” says Goody Great Founder Amelia Fitch. “I am so excited to pop-up at The Current Cabanas in Seaport for the summer season. I think this will allow customers to shop a very different and diverse line of products as well as walk away with more complex customizations than an event allows. Most importantly, I am so excited to be sharing this space with a true blue group of Boston artists and craftspeople, and to create an easy way to share their designs with the public.”

“We’re so excited to be opening our first in-person retail experience at The Current. This has been a longtime dream of mine, and I’m so thrilled it is happening in Boston, a city I have spent a lot of time in! We can’t wait to be a part of The Current Community. The curation of retail partners and the location are unbeatable. Summer at the Seaport starts now, and we can’t wait to meet our Megababes IRL,” says Katie Sturino, Founder of Megababe.

The Current Cabanas is located at 100 Seaport Boulevard, alongside Seaport Common. It will be open from May 16 to September 2, 2024. Operating hours are Monday to Saturday from 11am to 7pm and Sunday from 12pm to 6pm. The cabanas will be closed on public holidays.

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