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## **Faherty opens at Derby Street Shops**

September 27, 2024 - Retail

Hingham, MA Derby Street Shops welcomes the arrival of surf inspired clothing brand, Faherty. Faherty's new location offers men's and women's clothing, from soft loungewear to elevated wardrobe essentials like its popular sun washed tees and legend sweater shirts, along with accessories.

Faherty hosted a special grand opening celebration on Saturday, September 14 at 94 Derby St., Suite 243, next to LOFT. Guests shopped Faherty's latest collection while learning more about the brand and receive style tips from Faherty's co-founder, Alex Faherty. Shoppers enjoyed live music, gift card raffles, refreshments and more.

"We're thrilled to be opening a Faherty store at the Derby Street Shops in Hingham. This location allows us to connect with the vibrant South Shore community and bring our laid-back, coastal-inspired style to a place that perfectly embodies the spirit of our brand," said Brian Levine, senior marketing manager of Faherty.

"We are delighted to welcome Faherty to Derby Street! It arrives just in time for fall shopping and complements our already robust collection of high quality retail that our shoppers love," said Caroline Hessberg, general manager at Derby St.

Faherty joins a lineup of recent openings at Derby Street Shops, including Ben & Jerry's, Levitate, Lilly Pulitzer and Drybar, and forthcoming openings including bartaco, Sweetgreen and Tatte.

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