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## **Boston Seaport by WS begins Current Chalets**

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Boston, MA Following the summer edition as The Current Cabanas, The Current gets an entirely new look for fall. Boston Seaport by WS announces the 16th season of The Current, now reimagined as The Current Chalets, opened this past September through February 28, 2025. This innovative retail concept will transform into a New England fall and winter shopping destination. Featuring a mix of new and returning brands, the nine tiny-home-inspired chalets, designed by Brooklyn-based architecture firm nArchitects, will offer everything from hand-made candles and children's books and clothing to modern jewelry and gourmet chocolates, plus many customized items.

Whether shoppers are coming from the city or the slopes, these chalets will offer a warm and cozy après ski vibe. The exteriors, adorned with sweater designs, will create a backdrop that complements New England's charm while showcasing the products offered by each brand. Festive trees and decor will enhance the Chalets even more during the holiday season.

A destination for finding special gifts and treats, this season's brand lineup includes:

**Air & Anchor:** Jewelry that blends timeless design with modern innovation. This Rhode Island, family-owned brand reimagines vintage elements to craft unique jewelry that is both nostalgic and refreshingly new, offering a personal connection to every wearer.

**Bon Bon Bon:** A Michigan chocolatier that specializes in tiny bon bon chocolates each hand designed and filled with unique flavors from the freshest ingredients.

**BROdenim:** This local, woman-owned clothing brand returns to The Current for its second season. BROdenim creates customizable sweatshirts, t-shirts, jackets and hats with their fun and unique patches and has been worn by the likes of Simone Biles and Camille Kostek. They will also showcase exclusive Boston patches.

**Joy Street Kids:** Boston-based baby, kids and women's apparel brand featuring hand drawn prints by founder & artist Eliza Ferrel. All items are inspired by Boston and her travels to places like Nantucket and Jackson Hole along with other unique themes like golf and birth flowers.

**Lifbloom:** Boston based Black-owned candle company that aims to connect people through handmade candles and candle making experiences inspired by nature. Returning for their third season at The Current, Lifbloom makes all of their candles by hand from start to finish. Lifbloom

will also have a candle making bar as a part of their Chalet experience so that customers can make their own custom candles.

Moleskine: Tried and true Italian paper goods company that proudly celebrates the artistry of the human touch with the enduring pleasure of putting pen to paper in a fast-paced technological era.

Mrs Wordsmith: Reading Nook and Gaming Lounge. Kids and families will have the opportunity to get their hands-on innovative literacy learning tools to see what clicks with them. Reading and relaxation are encouraged in the reading nook. In their gaming lounge, kids can take game-based learning tools for a spin. They'll have hands-on experiences for Word Tag and Readiculous, their educational video games, as well as their popular card games: BlahBlah Blah and Vocabularious

Oak and Luna: Debuting its very first retail space at The Current, Oak and Luna creates beautiful, modern and fashionable fine jewelry that is fit for everyday wear and can be personalized or engraved. Each piece is crafted to last a lifetime.

The Point: A curated men's clothing shop from South Boston, The Point returns to The Current for its third season, featuring brands like Oliver Cabell and Barbour, along with shoes, accessories, watches, and top-tier skincare.

In celebration of The Current Chalets, special treats and activities will be offered during grand opening weekend. Friday, September 27 will feature build-your-own floral arrangements with Rouvalis Flowers from 4pm-6pm, free with a purchase from any shop, as well as live music, complimentary waffles pops, and a 15% discount in-store. On Saturday, Goody Great will be creating custom chain stitched totes for shoppers with any purchase as well as stitching items from the shops.

Cailey Hudson, director of Retail Experience & Incubation at WS Development, shares, "We are so excited to unveil The Current Chalets for the sweet sixteenth season of our dynamic retail experience. With their cozy, festive theme, these chalets will be the perfect addition to Snowport this winter and will provide a platform for a diverse mix of national and local brands to connect with the community and one another. Since 2018, The Current has launched over 100 pop-ups and we're only getting started!"

"Joy Street Kids is so excited to be a part of The Current Chalets being that our home is just down the road in Fort Point. It is an absolute dream to have our first ever brick and mortar shop in our own backyard. We look forward to getting direct feedback from our customers and having an interactive place where all of our product is under one roof," says Eliza Ferrel, founder and owner of Joy Street Kids.

Alexandra Clark, founder of Bon Bon Bon remarks, "Boston has a special place in my heart! I have ties to the city of Boston from my early career days. I am thrilled to share Bons with Boston!"

"We're really looking forward to taking the essence of our 18,000 square-foot factory and bringing it

to life in just 180 square-feet at The Current. It's been a fun challenge to bring the soul of our big, bustling space into this cozy, inviting space. The holiday season is our favorite time of year, and this pop-up is the perfect way for us to share that holiday magic with you. We can't wait for you to experience the warmth and creativity that we've packed into this tiny space!," said Rachel Ajaj, co-founder of Air & Anchor.

"Bringing the Mrs Wordsmith store to Boston and the Seaport marks a pivotal moment for us. This store isn't just a retail space—it's a hub where literacy comes alive. We are excited to blend Boston's rich educational heritage with our innovative, playful approach to learning. Our goal is simple: ignite a love for reading in every child who walks through our doors. This physical presence allows us to directly connect with families, transforming how they experience and embrace literacy and game-based learning," says Brandon Cardet-Hernandez, president, Mrs Wordsmith.

The Current Chalets are located at 100 Seaport Boulevard, alongside Seaport Common. Operating hours are Monday to Saturday from 11am to 7pm and Sunday from 12pm to 6pm. The Chalets will be closed on public holidays. Open September 26, 2024 through February 28, 2025.

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