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WS Development to welcome Jones Road to The Street Chestnut Hill

March 28, 2025 - Retail



Chestnut Hill, MA Jones Road, the four-year-old breakout beauty brand founded by makeup artist and entrepreneur Bobbi Brown, is expanding to New England. The brand's first storefront in the region will debut at The Street Chestnut Hill later this year. The new location will offer Jones Road's complete collection of clean makeup and skincare products, designed for every age, skin type, and skin tone, as well as makeup services. Shoppers can expect a personalized shopping experience in a welcoming environment that reflects the brand's commitment to natural beauty and inclusivity.

Founded by Brown in October 2020, Jones Road distills a lifetime of expertise into a collection of clean, high-grade formulations for a modern "no-makeup makeup" look. "When you look back at the beauty industry when I created my original brand and then fast-forward to now, a whole new beauty business is emerging," said Brown. "Women today shop differently; they have a new definition of

what beauty is. Imperfect is beautiful. Your imperfections are who you are. Jones Road celebrates that. It's the ultimate no-makeup makeup."

"We are thrilled to welcome Jones Road to Chestnut Hill as they expand into the Boston area. Their commitment to beauty for all makes them a standout brand, and we're excited to have them join our unique collection of businesses. As we continue to offer fresh, exciting experiences to our guests, we can't wait for them to explore this new beauty destination and discover what makes Jones Road truly special," said Alana Stein, director of asset strategy and experience, WS Development.

At The Street, Jones Road's newest storefront will offer the brand's complete line of makeup and skincare products and various in-store services. Guests can get expert shade-matching from Jones Road's makeup artists, book a one-on-one makeup application appointment or a beauty tutorial for those looking to enhance their makeup skills, and explore personalized recommendations tailored to their unique style and preference. Jones Road will also host exciting community events and offer private gatherings, creating an interactive and engaging beauty experience.

"We wanted a Jones Road location in the Boston area and Chestnut Hill is the perfect fit for us," said Brown. "As a graduate of Emerson College, I have a deep personal connection to Boston. Emerson understood my passion for makeup and allowed me to custom-create a major in theatrical makeup and photography. Boston is where my early makeup career began so opening a Jones Road store here is truly a full-circle moment for me."

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