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East Brown Cow and Malone Commercial Brokers expand Bliss on Exchange St.

June 27, 2025 - Retail

Portland, ME East Brown Cow and Malone Commercial Brokers assisted Bliss, with expanding into newer and larger space in the Old Port district. Twenty-three years after opening their first women's boutique on Exchange St., Angela and John Foddrill said this spring that Bliss Boutique is moving to a much larger space in the newly renovated, award-winning Thompson Block at 121 Middle St. Meanwhile, they are transforming the Exchange St. storefront into their new home collection, Baske. This is all in addition to Little, their sister store on Exchange St., that sells children's brands and clothing.

"We are delighted to see Angela and John thrive and expand here in the Old Port," said Tim Soley, president and CEO of East Brown Cow. "When we consider potential tenants, we look for local makers and purveyors who are deeply passionate about their products. That creativity adds a personal energy to the Old Port that is felt by every visitor. Supporting that authenticity strengthens the entire downtown ecosystem, creating a dynamic, sustainable environment where local talent and national brands complement each other. That balance helps the Old Port evolve while staying true to its roots."

"Bliss has been part of my life for over two decades – it has grown alongside me," said Angela Foddrill, co-owner of Bliss. "We fell in love with the space at 121 Middle St. the moment we saw it – it's open, full of light, and gives us room to expand, creating an even richer shopping experience. Bliss has always been about small, meaningful connections and pleasures—ethically made, beautifully designed pieces that make people feel good. This next chapter allows us to bring our community even closer by curating a space that feels warm, welcoming, and special. Retail is a labor of love, and I feel incredibly lucky to be part of shaping how our community looks, feels, and connects."

The expanded Bliss flagship store opened at 121 Middle St. on June 12.

The team is refreshing the Exchange St. location and will be opening it as Baske, a third retail shop for the brand, just in time for summer foot traffic. Baske is a modern home brand dedicated to creating spaces that invite people to slow down, savor moments, and find comfort in thoughtfully designed environments. Its location at 42 Exchange St. is part of the newly unveiled Old Port Square.

East Brown Cow first acquired 121 Middle St., the site of the new Bliss Boutique, in 2000. In May

2025, the building was honored with a 2025 Build Maine Award from the Associated General Contractors (AGC) of Maine for its historic renovation. The building's first floor is dedicated retail space, while the upper levels showcase The Docent's Collection, a boutique hospitality offering that fuses first-class hospitality with modern, mobile-first service. Upcoming plans for The Docent's Collection include further expansion along Middle St., with construction soon to finish at 178 Middle St. and 184 Middle St., which are set to join the collection this summer.

Malone Commercial Brokers represents East Brown Cow in the leasing of their downtown assets.

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