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The Beaufort Bonnet Company opens in Mashpee Commons

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Mashpee, MA The Beaufort Bonnet Company, an upscale baby and children's clothing and lifestyle brand, has opened in Mashpee Commons. The new store features a range of apparel, accessories, and gifts, as well as the brand's signature baby bonnets. Located at 18 North St., this is Beaufort

Bonnet Company's third location in Massachusetts, with other boutiques located in Concord and Nantucket.

Established in 2012, The Beaufort Bonnet Company has evolved from a handful of iconic styles to a full-fledged lifestyle brand with apparel and accessories for every event life holds for little ones. Beaufort Bonnet Company's offerings include everything from layette and special occasion pieces to ready-to-play apparel.

The company's hallmark bonnet is based on a generations-old heirloom pattern from the nearby coastal town of Beaufort, South Carolina. A combination of timeless design and practical function, the company's bonnets and little boys' bucket hats were an instant hit, with mentions in Forbes, Wall Street Journal, InStyle Magazine and People. In 2017, The Beaufort Bonnet Company joined the Oxford Industries family of brands, which includes Tommy Bahama, Lilly Pulitzer and Southern Tide.

"We're thrilled to welcome The Beaufort Bonnet Company to Mashpee Commons," said Krysten Kelliher, marketing director, Mashpee Commons. "Their classic, coastal-inspired styles beautifully complement our distinctive collection of Cape Cod retailers. Much like their sister stores –Lily Pulitzer and Southern Tide – Beaufort Bonnet's charming boutique is set to become a must-visit destination for shoppers in Mashpee Commons."

"The Beaufort Bonnet Company is tickled pink (and blue) to have our very first store on the Cape," said Cindy Cessna, director of retail and store experience, The Beaufort Bonnet Company. "We can't wait to outfit residents and visitors alike - and most importantly, be a part of their little ones' childhood and memories for years to come!"

Beaufort Bonnet Company will host a grand opening celebration on Saturday, July 19 from 10 AM – 2 PM featuring entertainment for children, sips and sweets, and gifts with purchase.

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