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New brands join the lineup at Merrimack Premium Outlets

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Merrimack, NH Merrimack Premium Outlets, New England's premier tax-free outlet shopping destination, welcomes several new retailers to its growing lineup, including: Johnston & Murphy, La Vie en Rose, and Rustic Edge Apparel. With the addition of these new retailers, the center continues to deliver a mix of top national and beloved local favorites.

Since 1850, Johnston & Murphy has proven itself as a pillar of classic workmanship and timeless style, providing affordable quality products for generations. Today, their line has expanded to reimaged classic apparel and footwear for women and men. The Merrimack location of Johnston & Murphy is now open.

La Vie en Rose, founded in 1985, prioritizes celebrating women through products that fit real life and provide comfort to body and soul. La Vie en Rose offers underwear, sleepwear and swimwear. The Merrimack Premium Outlets location of La Vie en Rose is now open.

Rustic Edge Apparel, known for its workwear and outdoor gear, has now opened its first retail location at Merrimack Premium Outlets. Rustic Edge Apparel, a New Hampshire-based brand, delivers work gear and lifestyle apparel, boots, and accessories from respected brands such as Ariat Work, CAT WORKWEAR, Xtreme 603 Apparel, and more.

"Welcoming these new retailers reflects our ongoing commitment to enhancing the shopping experience at Merrimack Premium Outlets," said Aylin Felch, director of marketing and business development. "From heritage brands to local emerging ones, we continue to bring in stores that resonate with our shoppers and add meaningful variety to our retail offerings. These openings provide even more reasons for shoppers to visit and explore everything our center has to offer."

In addition to introducing new retailers, several popular stores at the Outlets have recently relocated. Locally Handmade, Uniform Destination, and Vineyard Vines – now open in a beautifully expanded storefront – are among the familiar favorites that shoppers can now experience in refreshed new spaces. Lindt Chocolate will also open in an expanded, new space in July.

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