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## **Newbury Street: Boston's timeless retail gem thrives in a modern era - by Joseph Aquino**

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Joseph Aquino

Boston's iconic Newbury St. continues to thrive as one of the most vibrant and compelling retail corridors in the United States. Nestled in the heart of the Back Bay, this historic St. has evolved into a powerhouse of high-St. retail, where luxury meets lifestyle and legacy brands coexist with

up-and-coming names. With its European charm, diverse architecture, and unmatched foot traffic, Newbury St. remains a dynamic reflection of Boston's energy, culture, and economic strength.

What makes Newbury truly unique is its setting within a global academic capital. Boston is home to over 100 colleges and universities, attracting more than 250,000 students each year. This constant influx of educated, trend-conscious young people injects fresh energy into the retail environment, providing retailers with a steady stream of foot traffic and a wide range of customer demographics. The presence of faculty, professionals, international visitors, and longtime locals only deepens the appeal, giving Newbury St. an unmatched versatility as a retail destination.

Today, vacancy rates remain impressively low, and the St.'s diverse tenant mix reflects the strength of the local economy and the high demand for prime storefronts in walkable, experience-driven environments. Retailers are thriving – and more importantly, evolving – to meet the tastes of the modern consumer.

The health and wellness segment is well represented, with Planet Fitness, Lululemon, Nike, Alo, Vuori, and Athleta leading the charge. In a city where outdoor activity is part of daily life, these brands resonate deeply with both residents and students alike.

Contemporary fashion anchors the St., with trend-forward names like Reformation, Ganni, MM LaFleur, Madewell, Rails, Rothy's, Ba&sh, Gorjana, and Alice & Olivia drawing a steady flow of fashion-focused shoppers. Heritage brands such as Diesel, Zara, Abercrombie & Fitch, and The North Face remain staples. For outerwear and performance gear, Canada Goose, Patagonia, Fjällräven, Norrona, and Cotopaxi deliver functionality and flair to Boston's weather-wise audience.

Footwear lovers are in good hands with Birkenstock, Freebird, and Kizik, while beauty and wellness options like Aesop, Glossier, Lush, Wacoal, LensCrafters, and European Wax Center keep the self-care experience front and center.

Luxury retail is alive and well on Newbury. Global icons like Cartier, Valentino, Giorgio Armani, Richard Mille, Omega, Breitling, Vacheron Constantin, and Van Cleef & Arpels bring elegance and prestige to the corridor. The legacy of Boston's fine jewelers is carried on by Shreve, Crump & Low, Boston Diamond Company, and Akris.

Home and lifestyle brands have carved out their place too. Room & Board, BoConcept, Interior Define, Lazzoni, Simon Pearce, and The Rug Company cater to the city's stylish urbanites and design-conscious professionals.

Dining and hospitality add texture to the retail experience, with establishments like Stephanie's on Newbury and Shake Shack keeping visitors nourished and lingering longer. And let's not forget tech-forward and experiential brands like Bang & Olufsen, Saatva.com, CitizenM, and Monos, all contributing to a modern, layered retail mix.

Even everyday essentials are elevated, thanks to the presence of Muji, Uniqlo, Urban Outfitters,

SuperCuts, Sephora Studio, and Anthropologie, proving that Newbury St. successfully balances accessibility and aspiration.

Newbury St. today is more than a shopping destination – it's an immersive urban experience. It has managed to adapt and thrive in the post-pandemic retail landscape, becoming a benchmark for what successful, experience-driven retail can look like in 2025 and beyond.

Joseph Aquino is president of JAACRES, Manhattan, N.Y.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540