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Booty by Brabants Pops Up at Watertown's Arsenal Yards This Fall
Arsenal Yards' Latest Pop-Up with Booty by Brabants Offers a Boutique-meets-Warehouse Experience Selling Popular One Size Athleisure for the Holidays

Watertown, Mass. – October 17, 2022 – [Arsenal Yards](#), the thriving new neighborhood located along the Charles River in Watertown, is excited to announce the development's latest addition: a new Booty by Brabants Pop-Up Shop now open in Arsenal Yard's Bond Square.

A female-founded company known for its community-driven, inclusive approach and strong e-commerce business that has attracted consumers globally, local athleisure brand Booty by Brabants will expand its brick-and-mortar presence just in time for the holidays with the opening of its thirteenth storefront to-date. Shoppers can expect an intimate, boutique-meets-warehouse experience with much of the same inventory available online, in addition to in-store perks such as early access to new product releases and the brand's biggest Black Friday sale yet.

"With permanent stores currently open on the North Shore and South Shore, my goal with this third location was to bring convenience to my customers during the holiday season," said Booty by Brabants Founder and CEO, Kelly Brabants. "We can be last minute shoppers, and I wanted my city customers to have easy access to a BBB shopping destination, where I've hand-picked my favorite pieces at the moment that I know my customers will love."

Before or after they shop at the new Booty by Brabants location, visitors are invited to check out Arsenal Yards' fitness and wellness offerings, including Pure Barre, sweetgreen, Vitality Bowls, Garbanzo, and the newly-opened Central Rock Gym. They can also enjoy the neighborhood's public outdoor spaces, including the River Green and Bond Square, and take advantage of [Arsenal Yard's seasonal events](#) and activations taking place throughout the year.

"Our pop-up space provides a great option for local brands like Booty by Brabants to have a presence within Arsenal Yards, while also giving Brabants' loyal followers and fans a reason to come check out all that we have to offer," said Ryan Feinberg, Vice President Leasing, Wilder. "With her vibrant, one size line of athleisure and leggings that everyone loves, we're extremely excited to welcome this new Booty by Brabants pop-up to Arsenal Yards, and are sure it will be a big hit among guests, visitors, and residents alike."

Arsenal Yards offers pop-up space for local brands looking for a temporary brick & mortar location in Watertown's thriving new neighborhood. Providing great visibility for brands in the Watertown and Greater Boston community, pop-up at Arsenal Yards space provides exposure to shoppers and residents of [Blvd & Bond](#), the newest residential offering at Arsenal Yards; along with those who work in the neighborhood's life science space, home to current biotech tenants SQZ Biotech, Kymera and Arkuda.

Located directly next to Taffer's Tavern, Booty by Brabants will be open throughout the holidays and hours of operation will be Monday through Saturday from 10:00am to 8:00pm and Sunday from 11:00am to 6:00pm. For more information on Booty by Brabants, visit www.bootybybrabants.com. For more information on Arsenal Yards, visit www.arsenalyards.com.

ABOUT BOOTY BY BRABANTS:

Founded by fitness instructor Kelly Brabants in 2014, the Booty by Brabants clothing line is community-driven and unites women of all shapes, sizes, and ages by removing unnecessary numbers from the shopping experience – because numbers should never define us. BBB's durable, made in Brazil leggings and collection of athleisure are designed to flatter all body types while promoting comfort and confidence from the inside out. For more information, visit www.bootybybrabants.com or follow Booty by Brabants on Instagram: [@bootybybrabants](https://www.instagram.com/bootybybrabants).

About Arsenal Yards

Along the Charles River, Greater Boston's next great neighborhood is thriving in the East End of Watertown. Arsenal Yards boasts curated shops, eateries, fitness, and entertainment venues including Buttermilk & Bourbon, Taffer's Tavern, Condesa Restaurante Mexicano, The Majestic 7, Shake Shack, City Works Eatery & Pour House, Gordon's Wine, Pure Barre, Roche Bros. Ultra and more. Spanning over one million square feet, Arsenal Yards offers 200,000 sq. ft. of state-of-the-art life science space, home to current biotech tenants SQZ Biotech, Kymera and Arkuda; 300 contemporary apartments at Blvd & Bond; and a 146-room Hampton Inn & Suites by Hilton. With a focus on building community, Arsenal Yards hosts seasonal event series for both residents and visitors, including outdoor musical performances and fitness classes, along with its new "Picnic in the Park" series in the summer months and a "Fireside" fire pit activation in winter. Arsenal Yards is a co-development of Boylston Properties and Wilder. For more information visit www.arsenalyards.com/.

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