

ARSENAL YARDS

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Wicked Dog Apparel Pops Up at Watertown's Arsenal Yards This Summer

*Arsenal Yards' Latest Pop-Up with Wicked Dog Apparel Gives Visitors
the Chance to Shop Local While Supporting a Good Cause;
Launches in conjunction with CuppaCoffee Pop-Up Coffee Cart*

Watertown, Mass. – July 20, 2021 – Looking to partake in some summer shopping with a local brand that gives back to the community? Head to [Watertown's Arsenal Yards](#) and shop local at the [Wicked Dog Apparel](#) Pop-Up Shop open Thursdays through Sundays now through the fall at 101 Arsenal Yards Blvd., next to Ben & Jerry's.

Launched in 2016 and inspired by a love of Boston, good times, and man's best friend, Wicked Dog has set up shop at Watertown's Arsenal Yards in the space next to Ben & Jerry's. The pop-up is open weekly Thursday – Sunday from 11am to 7pm, and is selling a variety of apparel for folks of all ages including shirts, pullovers, hats, bags, sneakers, and more.

Wicked Dog Apparel is passionate about giving back to the community, working regularly with various local charities and non-profits such as Last Hope K9 Rescue, Christopher's Haven, Charlestown Youth Basketball, and South End Soccer. The company recently launched its "Keep the Peace" line in collaboration with Aldous Collins, available now at Arsenal Yards, through which a portion of all proceeds will be donated to Boston artist-focused charities.

"We are so excited to debut WDA in Arsenal Yards this summer", says co-owner Vince O'Neill. "It is great to be part of a WICKED cool community and a perfect spot for our FIRST pop-up - where guests can actually feel our super comfy hoodies and t-shirts, and check out exclusive collaborations with local artists and our first WDA shoe and accessories line!"

Before or after they shop, visitors are invited to stop by some of Arsenal Yards' restaurants for a bite or drink, including City Works, Frank Pepe's, Garbanzo, Shake Shack or Chipotle. And all visitors are of course encouraged to grab a sweet treat next door at Ben & Jerry's to celebrate the summer season! Those who stop by on Saturdays in July between 2pm-5pm can also check out the [Ben & Jerry's Summer Celebration series](#), featuring live music, local art and giveaways, happening right outside the Wicked Dog pop-up location.

"Our pop-up space provides a great option for local brands like Wicked Dog Apparel to have a presence within Arsenal Yards," said Jessica Reed, Marketing Director at Arsenal Yards. "Local community involvement is so important to us, and we couldn't be more thrilled to work with a local brand like Wicked Dog that is so committed to giving back. We look forward to helping Wicked Dog expand their reach here in Watertown, and look forward to introducing their brand to Arsenal Yards' residents, shoppers, and workers alike."

Residents, visitors and area workers are also invited to check out the new [CuppaCoffee](#) Pop-Up, which will be offering a mobile coffee cart and popping up on the sidewalks of Arsenal Yards serving coffee drinks Monday – Friday from approximately 7:30am-1pm. CuppaCoffee is a purveyor of fine espresso based coffees with two locations in Boston, which has recently expanded its mobile presence with both an espresso cart and trailer. Customers can find the coffee cart right next to Wicked Dog on the sidewalk starting Monday, July 26th. For those who want a taste earlier, stop by on their soft open tomorrow, Thursday, July 22nd.

The pop-up space at Arsenal Yards is available for local brands looking for a temporary brick & mortar location in Watertown's thriving new neighborhood. Providing great visibility for brands looking to grow awareness in the Watertown community, the pop-up space provides great exposure to shoppers and residents of [Blvd & Bond](#), the newest residential offering now leasing 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.

For more information on Wicked Dog Apparel, visit www.wickeddogapparel.com. For more information on Arsenal Yards, visit www.arsenalyards.com.

About Arsenal Yards

Along the Charles River, Greater Boston's next great neighborhood is thriving in the East End of Watertown. Set for completion in Fall of 2021, Arsenal Yards boasts curated shops, eateries, fitness, and entertainment venues including Buttermilk & Bourbon, The Majestic 7, Shake Shack, City Works Eatery & Pour House, Gordon's Wine, Pure Barre, Roche Bros. 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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