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**Nantucket Welcomes New Fashion Boutiques for Summer 2025**

NANTUCKET, MASSACHUSETTS (May 2025) – Nantucket welcomes fashion boutiques ASHA by Ashley McCormick, DÔEN, and Ellsworth & Ivy, each offering a beautiful selection of high quality, unique and distinctive fashions. The new stores perfectly complement Nantucket’s vibrant retail and dining scene. For a list of Nantucket shops and restaurants, visit [ShopNantucketIsland.com](http://www.shopnantucketisland.com/).

**ASHA by Ashley McCormick**

18C Federal Street

[Shop-Asha.com](http://www.shop-asha.com/)

ASHA by Ashley McCormick is a resort-inspired lifestyle brand that effortlessly blends fine and fashion jewelry with chic pareos, dresses, and artfully crafted accessories. Each piece tells stories of art, architecture, and wanderlust, exuding sophistication, and timeless style. With a spirit of adventure and elegance, each piece is brought to life by skilled artisans, many of whom are women, from India to Lake Como. ASHA’s newest store in Nantucket will feature a curated selection of dresses, jewels and accessories that celebrate the island’s spirit and ASHA’s signature aesthetic.

**DÔEN**

32 Main Street

[ShopDoen.com](http://www.shopdoen.com/)

DÔEN is a woman-run business offering collections inspired by a nostalgia for the coastal California of decades past. Founded by Santa Barbara-born sisters Margaret and Katherine Kleveland in 2016, DÔEN’s designs celebrate womanhood in all its forms. With a mission to create lasting, beautiful collections, DÔEN believes in supporting individuals in all aspects of their organization, supply chain, and community along the way.

**Ellsworth + Ivey**

34 Main Street

[EllsworthandIvey.com](http://www.ellsworthandivey.com/)

Ellsworth + Ivey, the beloved knitwear brand known for its iconic Nantucket sweaters, will open its first standalone retail location at 34 Main Street. After over a decade of presence on the island—beginning with boutique pop-ups and a longstanding partnership with The Skinny Dip—this flagship store marks an exciting new chapter in the brand’s story.

Founded in honor of Shirley Ellsworth, grandmother to founder Taylor Ivey, the brand was born from personal memories and a deep love for Nantucket. What began with a single sweater has evolved into a full collection of story-driven knitwear. Today, Ellsworth + Ivey continues to craft one-of-a-kind pieces in collaboration with brands and artisans around the world—each design a tribute to meaningful moments, both past and present. The new flagship will feature the brand’s signature knitwear alongside a handpicked assortment of women’s and men’s apparel, home, and lifestyle offerings—all reflecting Ellsworth + Ivey’s classic, coastal aesthetic.

**NIR Retail**

NIR Retail, a New England Development company, leases 100 of Nantucket’s premier retail locations found on Nantucket’s most popular shopping streets: Main, Centre, Federal, South Beach and South Water, and on Old South Wharf and Straight Wharf. Shops and galleries include Veronica Beard, Olivela, Southern Tide Nantucket, Skinny Dip Nantucket, Cavalier Ebanks Gallery, Brown Basket Gallery, vineyard vines Nantucket, and more. Favorite Island restaurants include CRU, Lola 41, Ventuno, The Nantucket Tap Room, The Gaslight Nantucket and more. Located off the coast of Massachusetts, Nantucket has welcomed generations of visitors and residents. Its world-class shops, restaurants, hotels, and seaside beauty have made Nantucket one of the most popular resort destinations for vacationers from around the globe. Visit [ShopNantucketIsland.com](https://www.shopnantucketisland.com/) for a full listing of galleries, shops, and restaurants.

**New England Development**

For over 50 years, New England Development has taken a creative, entrepreneurial approach to real estate development and management, delivering, and sustaining successful projects across a wide range of property types. The company’s national portfolio includes mixed-use developments that combine retail, residential, office, lab and hotel use, outlet centers, high-end and street-front retail, airport retail, hotels, golf courses, restaurants, and marinas. New England Development’s diverse portfolio includes CambridgeSide in Cambridge, MA, Chestnut Hill Square in Chestnut Hill, MA, Outlets of Des Moines in Altoona, IA, Clarksburg Premium Outlets in Clarksburg, MD, Newburyport Development and Marinas, Nantucket Island Retail and The White Elephant Resorts, among others. For more information, visit [NEDevelopment.com](http://www.nedevelopment.com/).

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