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**Borobabi, America’s First Circular Retailer™**

**Opens Discovery Shop on Nantucket**

***Unique Borrow and Return Model Introduces Conscious Shopping for Children***

NANTUCKET, MASSACHUSETTS (May 2022) - Borobabi, America’s first-in-kind, female-founded circular retailer™, will open at 18 Federal Street in downtown Nantucket this spring. The Borobabi Discovery Shop offers new, conscious clothing for children from established, vetted sustainable brand partners around the globe. A recently Certified B Corporation®, Borobabi provides a unique borrow or buy model for children’s fashion in sizes newborn to 6 years.

In Discovery Shops, customers purchase and keep items from Borobabi until children outgrow them or they’re out of season. Shoppers then return “Pre-Loved” items for in-store credit worth 20% of their original purchase price, which get circulated via Borobabi’s website. In-store, buyers can shop, return outgrown items, get styling advice from curators familiar with sustainable fashion, and learn how Borobabi handles the life-cycle of clothing post-ownership. The brands carried by Borobabi are vetted for natural and organic material, free from toxins in the agricultural, manufacturing and wash processes, making style good for the planet.

“We are excited to bring our Discovery Shop to Nantucket. Our boutiques are the only place in the United States to explore sustainable children's style and see circular retail in action,” states Borobabi CEO Carolyn Butler. Borobabi was founded by Butler, a chemical engineer, who recognized an opportunity to save money and protect the planet through supply chain utilization. As a B Corp™, Borobabi is helping redefine business as a force for good.

“We are delighted to welcome Borobabi to Nantucket. Their unique borrow and return model focusing on sustainable clothing for children is eco-friendly and an exciting new addition to Nantucket’s shops,” says Rebekah Macchia, Marketing Director, NIR Retail.

**About Borobabi**

Launched in 2020, Borobabi is America’s first circular retailer. Their circular clothing solution offers sustainably and ethically produced children’s garments. Borobabi saves money, reduces landfill, and increases the efficiency of the entire children’s clothing supply chain. Visit [Borobabi.com](http://www.borobabi.com).

**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, Style Paris, vineyard vines Nantucket, and Vis-à-vis. 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 forty 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. These projects transform complex challenges into preferred locations, generate long-term value to communities, afford compelling opportunities for local and national businesses, and offer sought-after experiences to a wide range of consumers.

The company is acclaimed for creating some of the country's most widely-recognized and successful regional centers, as well as multifaceted developments that combine retail, residential, hotel, and office uses. Outlet centers, high-end and street-front retail, airport retail, golf courses, restaurants, and marinas round out New England Development's robust portfolio. For more information, visit [NEDevelopment.com](https://nedevelopment.com/).

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