



**Media Contact:**

44 Communications

Alexandra Hynes; Christopher Langley

[617-872-8991](tel:617-872-8991); [617-501-4293](tel:617-501-4293)

[alexandra@44-communications.com](mailto:alexandra@44-communications.com); [chris@44-communications.com](mailto:chris@44-communications.com)

@44Comm

**FOR IMMEDIATE RELEASE**

***MARKETSTREET LYNNFIELD WELCOMES EXCITING NEW STORES***

***Sephora, Paper Source, and Pure Barre***

**Lynnfield, MA – January 23, 2014** – MarketStreet Lynnfield is pleased to announce the openings of Sephora, Paper Source and Pure Barre this January, 2014. With the addition of these exciting stores, there is now a diverse mix of 50 retail shops, restaurants and entertainment venues at the North Shore's hottest outdoor shopping and dining destination. [www.marketstreetlynnfield.com](http://www.marketstreetlynnfield.com)

- **Sephora** opened its doors at MarketStreet Lynnfield this past Friday, January 17, 2014. Their unique, open-sell environment features an ever-growing collection of classic and emerging brands across a broad range of product categories, including skincare, color, fragrance, body, smile care, and hair care, as well as Sephora's own private label.
- **Paper Source**, a premier paperie, will open tomorrow, Friday, January 24, 2014, bringing a unique selection of fine and artisanal paper, invitations and announcements, personalized and distinctive gifts, quirky greeting cards, gift wrap, and custom stamps, envelopes and cards. Paper Source's products offer an original aesthetic, with a color palette and proprietary designs.
- Opening Thursday, January 30, 2014, **Pure Barre** offers a low impact, total body workout utilizing the ballet barre to perform small, isometric movements, which burn fat, sculpt muscles and create long, lean physiques.
- **Sachetta & Callahan, LLC**, a wealth management and CPA firm opened its offices earlier this month on the upper level of building 600, which overlooks the MarketStreet Skating Rink. Sachetta & Callahan, LLC specializes in professional services, ranging from preparation of annual income tax returns for the individual or small business to long-term financial planning and investment management. Sachetta & Callahan prides itself on becoming their clients' trusted financial partner, and helps guide them along their path toward financial success.

“These businesses truly enhance the experience at MarketStreet Lynnfield,” said General Manager Nanci Horn, “The addition of new retailers and restaurants will continue throughout 2014 as MarketStreet Lynnfield changes the face of retail on the North Shore.”

**ABOUT MARKETSTREET LYNNFIELD:** MarketStreet Lynnfield is the North Shore's largest open-air shopping destination spanning 300,000 square feet, with an additional 100,000 square feet of retail shops and restaurants currently under development. MarketStreet Lynnfield is anchored by Whole Foods Market and Kings and provides a mix of retailers including lululemon athletica, Hot Mama, J.Crew, Sephora, Shoe Market, Pottery Barn, The Grove, Athleta, White House | Black Market and Williams Sonoma complimented by restaurant such as Davio's Northern Italian Steakhouse, Legal C Bar, Yard House, and Wagamama. MarketStreet Lynnfield was developed and leased by a partnership between leading Massachusetts commercial developers National Development and WS Development. For more information about exciting events and retailer announcements as well as to learn more about the next stage of MarketStreet Lynnfield's development, please visit [www.marketstreetlynnfield.com](http://www.marketstreetlynnfield.com); join the e-club or follow MarketStreet Lynnfield on Twitter, @Shop\_MarketSt

**ABOUT WS DEVELOPMENT:** One of the largest privately owned retail development firms in the United States, WS Development develops, owns, manages and leases an extensive portfolio of over 85 properties totaling more than 20 million square feet with an additional 4 million square feet under development. At each of its lifestyle centers, power centers, community centers, and mixed-use developments, WS owns and commits to long-term investments, forging relationships resting on trust, respect, and teamwork. For more information please visit [www.wsdevelopment.com](http://www.wsdevelopment.com) and follow WS Development on Twitter, @WSDevelopment.

#### **ABOUT NATIONAL DEVELOPMENT:**

For over 25 years, National Development has been one of the most active development firms in Massachusetts. The firm has been ranked as the most active development firm in Massachusetts for each of the last five years. Specializing in mixed use, retail, multi-family, office, industrial and senior housing projects, National Development and its affiliates have developed or acquired approximately 25 million square feet of space. In addition to MarketStreet Lynnfield, the firm's high profile projects include Ink Block South End, Longwood Center and The Kensington in Boston, University Station in Westwood, New England Executive Park in Burlington, and Station Landing in Medford. National Development provides development, construction, asset management and investment services. For more information, visit [www.natdev.com](http://www.natdev.com).

# # #

#### **MEDIA CONTACT**

44 Communications  
Alexandra Hynes; Christopher Langley  
[617-872-8991](tel:617-872-8991); [617-501-4293](tel:617-501-4293)  
[alexandra@44-communications.com](mailto:alexandra@44-communications.com); [chris@44-communications.com](mailto:chris@44-communications.com)  
@44Comm

Laurel Sibert  
VP of Corporate Marketing, WS Development  
617-232-8900  
[laurel.sibert@wsdevelopment.com](mailto:laurel.sibert@wsdevelopment.com)

Noel Cadorette  
Marketing Director, MarketStreet Lynnfield  
781-484-5400  
[Noel.cadorette@wsdevelopment.com](mailto>Noel.cadorette@wsdevelopment.com)