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**Veronica Beard Now Open on Nantucket Summer 2020**

NANTUCKET, MASSACHUSETTS (June 2020) – American ready-to-wear fashion brand Veronica Beard has opened a full-service boutique at 11 South Water Street in downtown Nantucket for Summer 2020. Founded in 2010 by co-designers and sisters-in-law Veronica Miele Beard and Veronica Swanson Beard, the label is best known for its refined tailoring and feminine silhouettes.

The Veronica Beard aesthetic is thoughtfully designed fashion with feminine accents; styles that bridge the balance between trendy and classic, taking the Veronica Beard shopper effortlessly from day to night and work to weekend. Within every season’s collection, Veronica Beard shoppers can find the sister-in-laws’ signature jacket, the Dickey, a classic blazer with hoodie insert underneath, in denim or various colors and patterns.

Veronica Beard positions itself squarely as a lifestyle brand with customers from twenty years to eighty years old, including such fashion trendsetters such as Meghan Markle. The Beards attribute the brand’s success to their commitment to the elevated contemporary sportswear space, as well as to their unique understanding of their shopper. The collection’s creators are mothers, entrepreneurs, sisters, and friends—and are the Veronica Beard customer themselves. Their motto: Look good, feel good, and do what you love.

**Veronica Beard**

Veronica Beard is an elevated American ready-to-wear brand that strikes the balance between cool and classic. Sisters-in-law Veronica Miele Beard and Veronica Swanson Beard launched their eponymous brand in 2010 with their signature Dickey Jacket. Veronica Beard provides a modern perspective on iconic wardrobe pieces and delivers a lifestyle offering that has expanded to include jeans, swimwear and shoes. Thoughtfully designed with feminine silhouettes and refined tailoring, the collection is intuitively built for real life - empowering her from day to night, work to weekend, and everywhere in between. Visit [VeronicaBeard.com](https://veronicabeard.com/) to learn more.

**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, galleries, and restaurants include Veronica Beard, Olivela, Southern Tide Nantucket, Cavalier Ebanks Gallery, Style Paris, vineyard vines Nantucket, Vis-a-Vis, CRU, Lola 41, Ventuno, The Nantucket Tap Room 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](http://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](http://www.nedevelopment.com/).

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