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**Contact:**

Christie Kozak | Leary PR | [christie@learypr.com](mailto:christie@Learypr.com) | 978-502-5747



**goop MRKT Nantucket to open May 10, 2019**

NANTUCKET, MASSACHUSETTS (April 2019) -- goop, the lifestyle brand founded by Gwyneth Paltrow, will introduce its livable shopping concept to Nantucket this summer season. Located at 22 Centre Street and open from May 10 through September 24, 2019, goop MRKT Nantucket is a summer-themed general store reimagined as goop’s beach residence with quintessential New England charm.

goop MRKT Nantucket is stocked with home, fashion, beauty, wellness and specialty goods, focusing on items perfect for the summer moments at the beach, in the garden and entertaining outside. A Kohler Whitehaven apron-front kitchen sink and Artifacts faucet installation gives the space the feel of a real-life Nantucket home. The clean beauty apothecary features skin care, makeup, body care and wellness selections. The Nantucket lifestyle is further reflected in the store’s selection of products such as Sperry Authentic original Boat shoes and goop’s own lines of G. Label apparel and G. Sport activewear.

“We are delighted to welcome goop MRKT Nantucket. The store provides a wonderful array of products for all aspects of one’s life, with a particular emphasis on health and well-being, fashion, lifestyle, travel essentials and more,” comments Rebekah Macchia, Marketing Director for NIR Retail.

**About goop**

goop is a lifestyle brand with its roots in content across six key pillars: wellness, travel, food, beauty, style and work. Within those pillars, goop curates and sells a tightly edited array of products; we also make our own goods in beauty, fashion and wellness.

goop Beauty stands for high-performance, clean skin care; skin-boosting ingestibles; and artisanal fragrance, bath, and body essentials that harness the pure luxury of nature, reflecting our holistic ethos in beauty and wellness. goop Fashion includes a limited-edition range of fashion essentials made in the finest mills and factories in Italy and the USA, and a line of cross-functional, highly adaptable, fashion forward sportswear. goop Wellness includes a regimen-based vitamin program to address the needs of modern women and a collection of bite-size chews specifically formulated to help with restful sleep, more focus, and immune support.

goop launched in the fall of 2008 out of Gwyneth Paltrow’s kitchen as a homespun weekly newsletter. GP wanted to share her unbiased travel recommendations, health-centric recipes, and shopping discoveries, and she also wanted to get her own questions - about health, fitness, and the psyche - answered. goop continues to be a place for GP, now the company’s CEO, to introduce readers to incredible experts who have mentored her throughout her life, along with new ideas about where to shop, eat and stay, plus clean recipes.

**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 goop MRKT Nantucket, Olivela, Southern Tide Nantucket, Cavalier Ebanks Gallery, Style Paris, vineyard vines Nantucket, Vis-a-Vis, CRU, Lola 41, Ventuno, 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 [www.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 [www.NEDevelopment.com](http://www.nedevelopment.com/).

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