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**Pawsitivity Opens on Nantucket**

***New Boutique Features Fashions & Accessories For Dog Lovers***

NANTUCKET, MASSACHUSETTS (June 2021) – New dog-centric boutique Pawsitivity ([SpreadPawsitivity](https://spreadpawsitivity.com/)) has opened at 5 Centre Street on Nantucket. Pawsitivity Nantucket creates one of a kind handcrafted dog gear and accessories entirely made in Massachusetts.

The shop features leash and collar sets in Nantucket-inspired iconic shark and stunning hydrangea prints as well as in 22K gold, and more. Additional favorites include their hand printed reversible vest harnesses and matching wear for dogs and their owners. Pawsitivity is a 100% female owned business, and all products are vegan and cruelty free. Pawsitivity also showcases a rotating selection of curated products for dog lovers made by other artisan brands, including hand thrown dog bowls and hand knit cabled dog sweaters.

“Our philosophy is simple: spreading positive energy to the world is much easier when you have your pup at your side,” explains Pawsitivity owner Rebecca McCrensky. “How many times have complete strangers thanked you for letting them pet your dog and said that it made their day? Our leashes and harnesses feature the highest quality craftsmanship and the most unique prints on the market to ensure your pup is safe and stylish as you two spread the good vibes,” she adds.

**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/).