**Media Contact:**
Londyn Gray
Account Executive
Ltgray@bu.edu

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**1987 Label Brings Nostalgic Holiday Pop-up Shopping Experience to Boston's Seaport**

*The Boston-born lifestyle brand builds on its Summer House concept with a nostalgic holiday retail experience at 50 Seaport Boulevard.*

**BOSTON, Nov. 1, 2026** - 1987, the Boston-based apparel brand founded by Jennifer DeAngelis McNamara, is bringing its holiday vision to life with **The 1987 Holiday House**, a new retail experience opening at 50 Seaport Boulevard.

Building on the success of its Summer House concept, the holiday pop-up is expected to open to the public on November 6, 2026. The experience offers a nostalgic New England take on the holiday season and marks a significant step in the brand's evolution from a Boston-inspired apparel label to an East Coast lifestyle brand.

The new Seaport location reflects the continued growth of 1987's relationship with WS Development, evolving from seasonal pop-up experiences into a full-scale retail storefront.

"It's been an incredible year of growth for 1987, and we're grateful to every partner who believed in our vision, especially WS Development and Brittany Belgrave-Sealy, who has been a true champion of our brand," said Jennifer DeAngelis McNamara, founder of 1987. "Our seasons at The Current in Boston Seaport were an accelerator for our business, and it's especially meaningful to take this next step into a full-scale storefront alongside a partner who has supported us from the beginning."

The 1987 Holiday House is designed to createstrives to create a physical expression of its East Coast identity. The experience reflects 1987's broader vision of lifestyle retail, connecting its apparel collections with the feeling of home, seasonal traditions, and the everyday moments that bring people together.

**The 1987 Holiday House — Store Details**

- **Location:** 50 Seaport Boulevard, Boston, MA 02210
- **Target public grand opening:** Nov. 6, 2026
- **Season:** November–December 2026
- **Tagline:** "Home for the Holidays"
- **Store hours**: Monday–Saturday: 11 AM – 7 PM; Sunday: 12 PM – 6 PM

For updates on The 1987 Holiday House and the brand's latest collections, visit https://shop1987.com/ and subscribe to their texts or follow @1987label on Instagram.

**About 1987:**
1987 is an independently owned, Boston-born apparel and lifestyle brand founded by Jennifer DeAngelis McNamara. Inspired by East Coast living, the brand creates limited-edition collections centered on clean design, thoughtful details, and versatile pieces designed to be worn repeatedly. Through seasonal retail experiences and an expanding physical presence, 1987 continues to build a lifestyle brand rooted in its Boston origins.