THE SUPERETTE

SEAPORT, BOSTON

EDITION NO. 1

Luxury has a New Address

MEET THE SUPERETTE

WHERE THE BEST OF EVERYTHING

COMES TOGETHER TO REFLECT

THE WAY PEOPLE LIVE TODAY.

FROM CARDIO TO CASHMERE

AND SASHIMI TO SNEAKERS,

THE SUPERETTE WILL REDEFINE

RETAIL IN BOSTON.

NORTH END

KENDALL SQUARE

BEACON HILL

FINANCIAL DISTRICT

BOSTON HARBOR

BOSTON LOGAN INTERNATIONAL AIRPORT

39 million passengers in 2017

CHARLES RIVER

WATER TAXI

BOSTON COMMON

BOSTON PUBLIC GARDEN

THEATER DISTRICT

CHINATOWN

THE INSTITUTE OF CONTEMPORARY ART

BACK BAY

SOUTH STATION

24 Million annual passengers, the most highly-trafficked train station in the US outside of Manhattan

COPLEY SQUARE

SEAPORT

MASSACHUSETTS TURNPIKE / RT. 90

CRUISEPORT

Over 500,000 passengers per year

SOUTH END

93 SOUTH

SOUTH BOSTON

THE SUPERETTE

HARBOR WAY

121 SEAPORT BOULEVARD

SEAPORT BOULEVARD

ST. REGIS

HARBOR SQUARE PARK

PIER 4 BOULEVARD

SILK BLOUSE AND
A SESAME BIALY

COURTYARD

LITTLE BLACK DRESS
LARGE BLACK COLD BREW

DINNERWARE OR
DIVER'S WATCH

DOWN PARKAS AND
DIAMOND PENDANTS

B STREET

CONGRESS STREET

125,000 SQUARE FEET OF RETAIL

40 NEW RETAILERS TO THE CITY OF BOSTON

ACCESS TO 8.8 ACRES OF OPEN SPACE AND 1/3 MILE PROMENADE TO THE SEA, CALLED HARBOR WAY

BOSTON

The Best and Brightest

The #1 city poised to lead the ‘shift to a digital economy’

U.S. Chamber of Commerce

The Silicon Valley of the East

Inc. Magazine

Overall best economy

Governing Magazine

Top millennial market (second to San Francisco)

Politico

$5.2 billion in VC funding in 2018, outpacing NYC by 15%

The Hustle

MILLENNIAL-DOMINATED DEMOGRAPHICS.
AN ECONOMY ENTICING TO STARTUPS
AND CORPORATE GIANTS ALIKE.

HIGHLY EDUCATED, GLOBALLY MINDED
CITIZENS WHO WILL ACCEPT NO LESS
THAN A WORLD-CLASS CITY.

A Mecca for Students

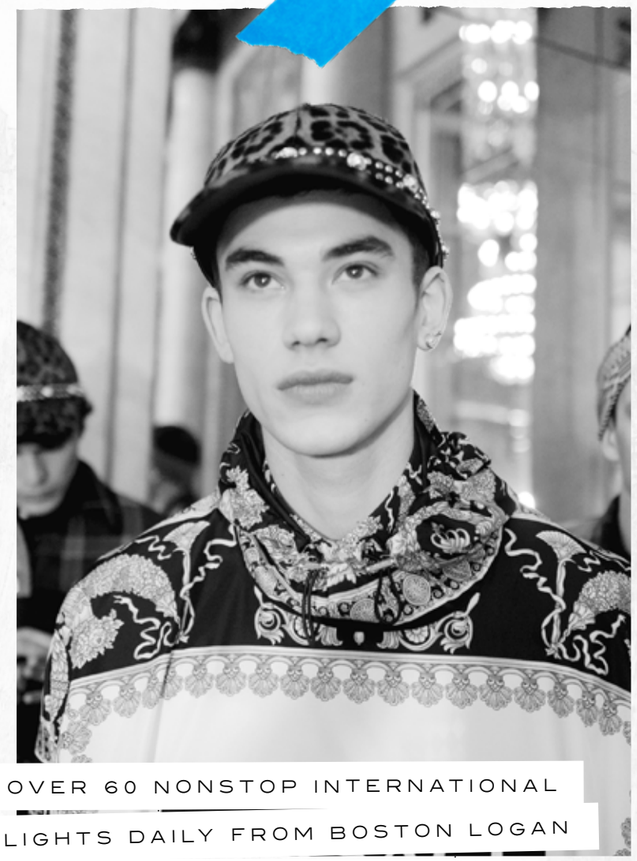
AND THEIR WEALTHY FAMILIES

75+ Colleges and Universities across Boston

International students studying at Massachusetts colleges contribute over $3 billion to the economy, the 3rd highest state behind New York and California

Boston outpaced all major American cities in Chinese inbound visitor growth between August 2017 and July 2018

16.5 million visitors annually with a total spend of $12.7 billion



OVER 60 NONSTOP INTERNATIONAL FLIGHTS DAILY FROM BOSTON LOGAN

(FIVE MINUTES FROM SEAPORT)

- BEIJING
- SHANGHAI
- HONG KONG
- TOKYO
- LONDON
- PARIS
- ROME
- MADRID
- ZURICH
- DOHA
- DUBAI
- ISTANBUL
- TEL AVIV

Newly unlocked after a decade of development and $22 billion of public investment

A new home for leading global organizations (Amazon, Fidelity, Vertex, Boston Consulting Group, LogMeIn, PwC)

The destination for creative innovation with 200+ startups

12,000 new residential units boasting highest sales and price psf in Boston (average price psf $2,117; average sale $2.3 million)

A Neighborhood for What's Next

THE SEAPORT:
AN URBAN WATERFRONT ENCLAVE
WHERE INNOVATION AND
LIFESTYLE INTERSECT

In Good Company

With an influx of 350 new companies, including Fortune 500 giants, Biotech darlings and countless startups and a hotbed of Boston's newest luxury residential, Seaport represents a new hub of commerce, culture and people who are redefining a city.

OMA'S FIRST BUILDING IN MASSACHUSETTS

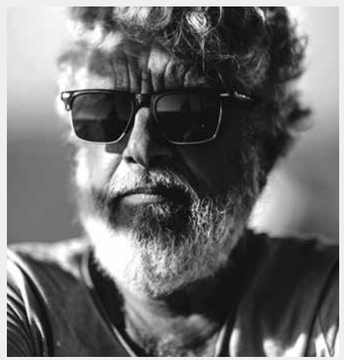
amazon
Reebok
wellframe
FOUNDATION MEDICINE
AUTODESK
redhat
Rue la la
ICA
INDUSTRIOUS
BCG
fitbit
MULLENLOWE GROUP
wework
zipcar
Fidelity
pwc
MassMutual
CONTINUUM
ptc
THOMSON REUTERS
P&G
STATE STREET
VERTEX
McKinsey&Company
POLARIS
workable
WELLINGTON MANAGEMENT
openview
DIGITAL LUMENS
APTIV
WELLS FARGO
GOODWIN
LogMeIn
ALEXION
DANA-FARBER CANCER INSTITUTE
nuTonomy

Seaport Today

With art, food, 350,000 existing square feet of dynamic retail and some of the best places in the city to work and live, the Boston Seaport offers an unparalled quality of life in a city that marries the best of the past, present and future.

"THE SEAPORT PATRON IS YOUTHFUL, VIBRANT, MOTIVATED AND VIEWS THINGS THROUGH A GLOBAL LENS. THEY ARE HELPING TO USHER BOSTON INTO A MORE INNOVATIVE FUTURE."

Stuart Segel, President of Mr. Sid



OUTDOOR VOICES, FILSON, WARBY PARKER, L.L.BEAN, PETER MILLAR, LULULEMON, EQUINOX, BY CHLOE, SOULCYCLE, MR. SID, BLUEMERCURY, JUICE PRESS, AWAY, LA COLOMBE, LUKE'S LOBSTER, MINILUXE, SHOWPLACE ICON THEATRE, SWEETGREEN

Step Inside the Superette

THE NEXT-LEVEL DESTINATION

OF MUST-HAVES AND MUST-DOS

CALLING TO MIND THE
CHARMING SQUARES OF EUROPE

Two levels of architecturally distinctive space will surround an intimate courtyard dotted with umbrella-shaded bistro tables nestled amongst lush trees and punctuated by stunning sculptures. The atmosphere calls to mind the charming squares of Europe, but with an attitude that's all its own.

Mise en Scène

THE VERY BEST OF EVERYTHING

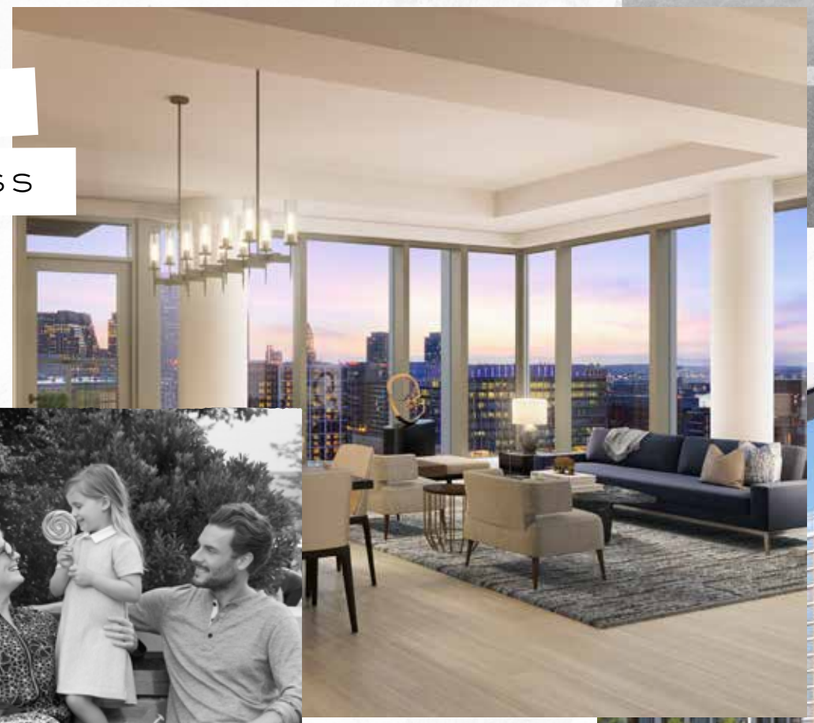
A MARRIAGE OF ECLECTICISM AND EXCELLENCE THAT SPEAKS TO THE WAY PEOPLE LIVE TODAY.

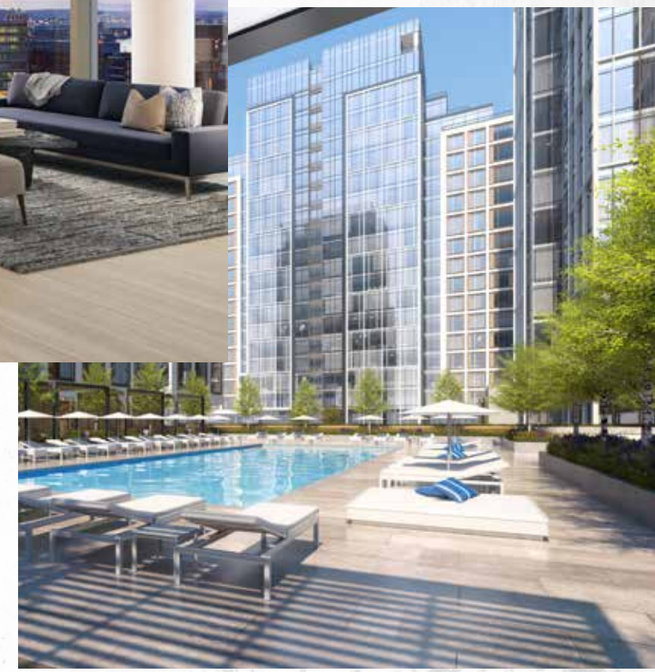
THE RESULT IS A MIX OF TRUE LUXURY ACROSS EVERY CATEGORY: FROM FITNESS TO HIGH FASHION, VINTAGE BICYCLES TO FRESH BAKED GOODS.

Reach for the Skyline

Sharing the block and extending The Superette's presence upward will be Boston's most anticipated residential address, EchelonSeaport. With three elegant towers designed by KPF, Echelon includes 717 luxury condominiums and apartment homes that pair visionary amenities and impeccable design.

THE CITY'S MOST ANTICIPATED RESIDENTIAL ADDRESS



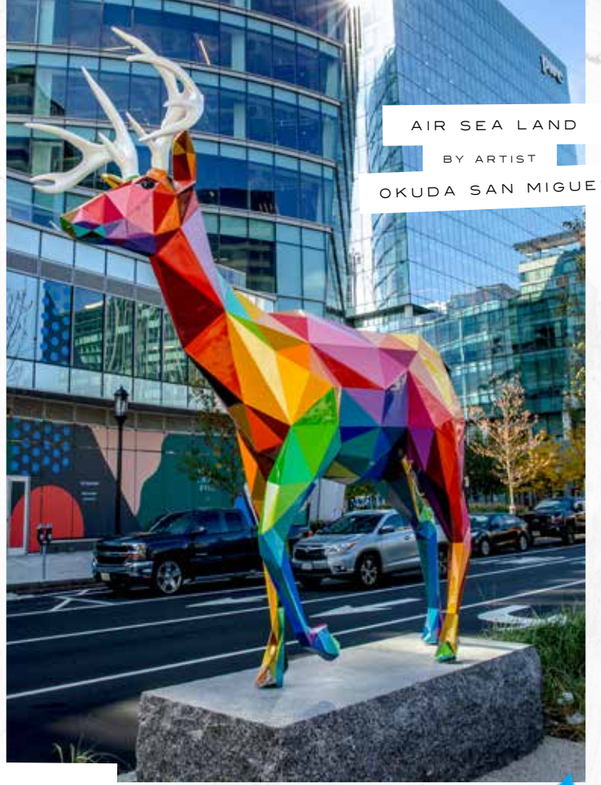


Attn: the Forefront, on the Waterfront

A DESTINATION WHERE

RETAIL IS THE CONTEXT,

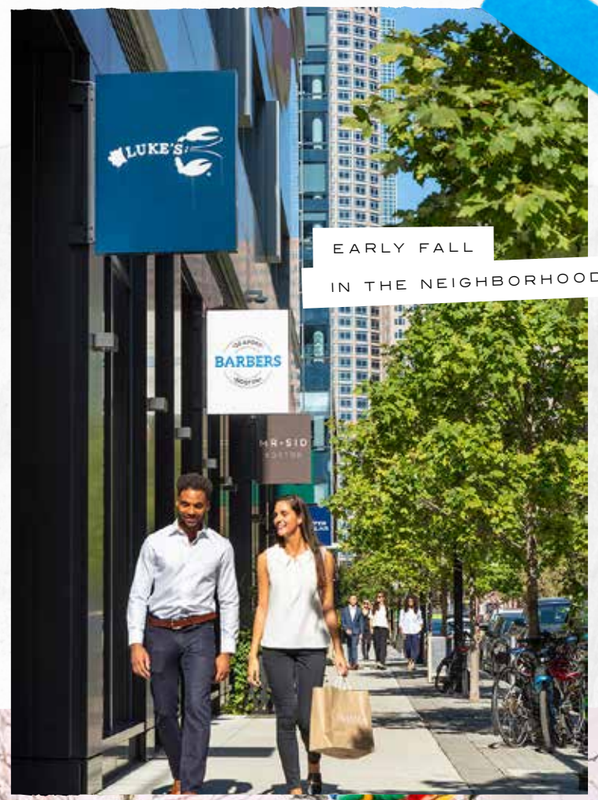
NOT SO MUCH THE CONCEPT.



AIR SEA LAND

BY ARTIST

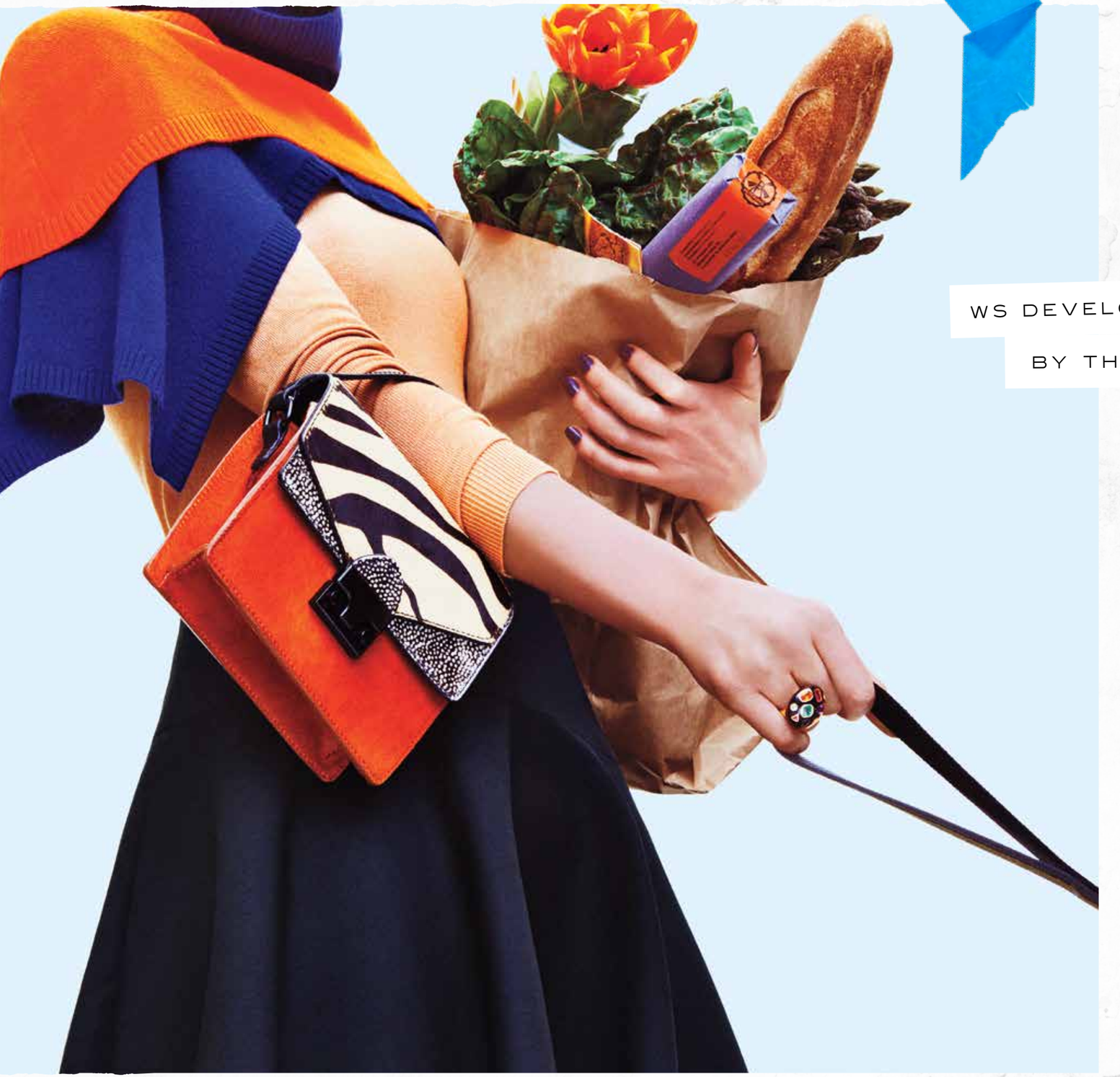
OKUDA SAN MIGUEL



EARLY FALL

IN THE NEIGHBORHOOD

MUSICAL SEESAW INSTALLATION



WS DEVELOPMENT IN SEAPORT

BY THE NUMBERS

23 ACRES OVER 20 BLOCKS

7.6 MILLION SQUARE FEET TOTAL

1.1 MILLION SQUARE FEET OF RETAIL

3.2 MILLION SQUARE FEET OF RESIDENTIAL

2.8 MILLION SQUARE FEET OF OFFICE/RESEARCH

4 HOTELS WITH 800 HOTEL KEYS

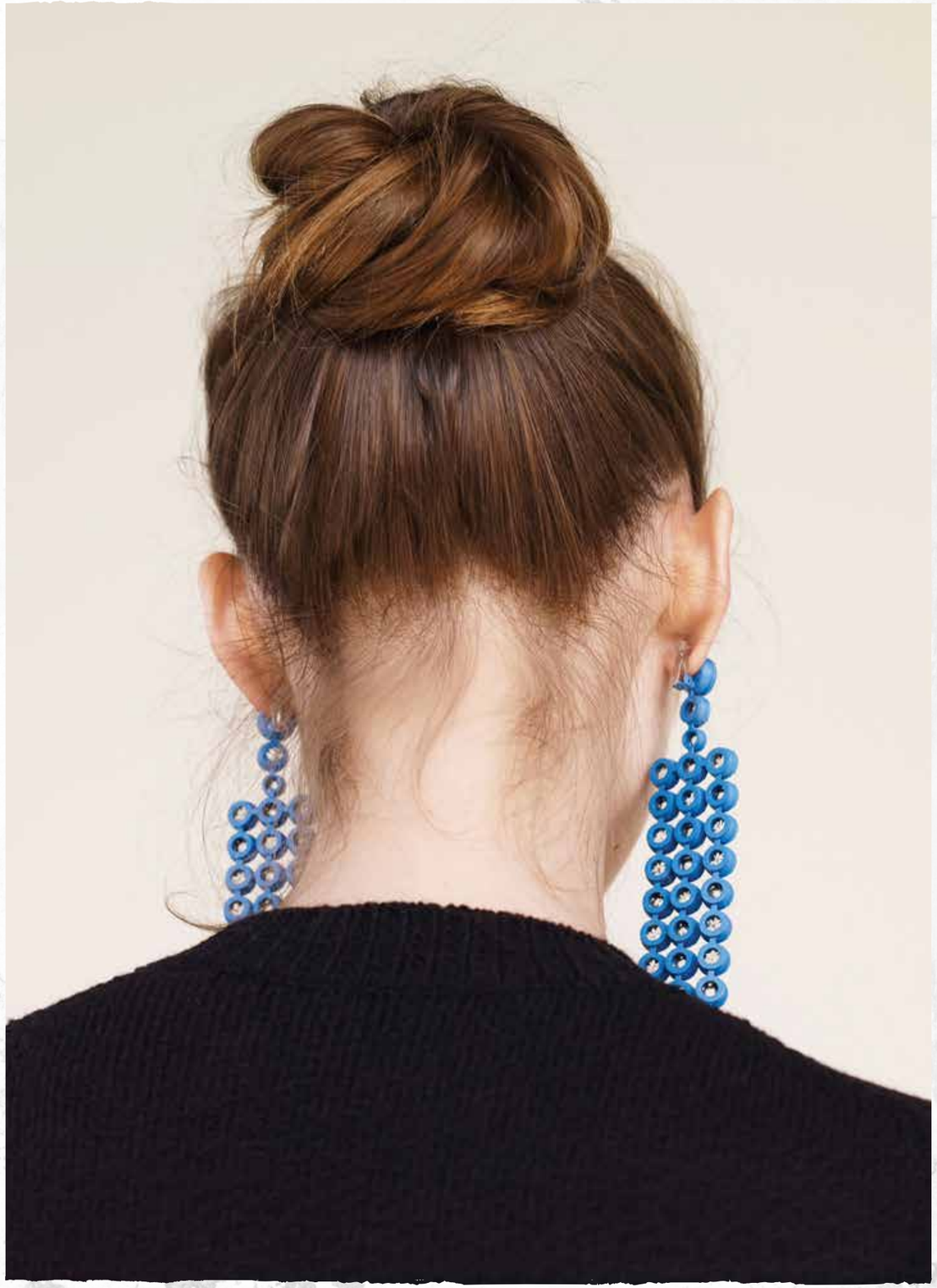
8.8 ACRES OF PUBLIC OPEN SPACE

WS

THE SUPERETTE

THESUPERETTE.COM

@SEAPORTBOS



A PROJECT BY WSDEVELOPMENT

145 SEAPORT BOULEVARD BOSTON, MA 02210