**Contact:**

Christie Kozak | Leary PR | christie@learypr.com | 978-502-5747

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**Newburyport Development Welcomes Baran & Co**

**Men’s & Women’s Clothier**

***Newest Fashion Outpost of Baran & Co. Newburyport***

NEWBURYPORT, MASSACHUSETTS (May 2025) – Opening at 16 State Street in downtown Newburyport, Baran & Co is an effortless and notable curated clothing boutique providing refined wardrobing for men and women. Baran & Co offers an abundant selection of eye-grabbing pieces that easily transition from day to evening.

The store provides complete outfitting including shoes, lounge wear, tops, bottoms, dresses, bags, and accessories which translate into a quality, statement wardrobe. Downstairs at Baran & Co houses the store’s expansive denim vault, men’s attire, and custom sweatshirts for him and her, as well as giftable items.

"We’re thrilled to be bringing our brand into downtown Newburyport, among so many wonderful stores. We hope Baran & Co. becomes a space that inspires and adds something truly special to the community,” notes Gina Baran, Founder of Baran & Co.

“Baran & Co is a stylish boutique offering thoughtfully curated fashion for both men and women,” says Rebekah Macchia, Marketing Director for Newburyport Development. “Shoppers will appreciate the unique selection and personal touch that sets this store apart and compliments the existing retail mix in town.” For more information, visit [NewburyportShops.com](https://www.newburyportshops.com/).

**Newburyport Development**

Newburyport Development, a New England Development Company, is located in the heart of downtown Newburyport, Massachusetts, where you’ll find historic neighborhoods and cobblestone streets alongside contemporary restaurants, a shopper’s paradise, and modern galleries. As one of Newburyport’s leading property owners and property managers, Newburyport Development owns more than 50 prime retail/office locations and residential units throughout downtown Newburyport, plus Newburyport Marinas, and Michael’s Harborside restaurant. Newburyport shops include Native Sun, Lively Kids, Best of British, Talbots, M.K. Benatti Jewelers, SOAK & Shoreline and many more. Dining selections feature Michael’s Harborside, Tuscan Sea Grill & Bar, BRINE Oyster Bar, The Poynt, Port Vida Mexican Cantina, Oregano Pizzeria and Ristorante, The Angry Donut, and The Goat, among others. All are part of Newburyport’s vibrant waterside setting, which offers some of New England’s best fishing, boating, dining, and shopping. For more information, visit [NewburyportDev.com](http://newburyportdev.com/) and [NewburyportShops.com](http://www.newburyportshops.com/).