



Boot Barn joins Bridgewater's Somerset Shopping Center

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Bridgewater, NJ National western apparel chain Boot Barn has leased 14,200 s/f at Somerset Shopping Center, marking the high-profile national retailer's first Somerset County location. This follows recent openings by Strand Salon Studios and Fred Astaire Dance Studios, and a new lease with Style Brow Bar at the 219,000 s/f property, which is leased and managed by Levin Management Corporation (LMC).

Founded in 1978, Boot Barn has since become the country's leading lifestyle retailer of western and work-related footwear, apparel and accessories for men, women and children. The brand features cowboy boots, work boots, western-inspired fashion and outdoor gear. Boot Barn currently operates more than 420 stores in 46 states, with a growth goal of 900 stores by fiscal year 2030.

Vanessa Kelty, LMC senior leasing representative, arranged the Boot Barn lease on behalf of property ownership. Mike Horne and Steven Winters of RIPCOCO Real Estate represented the tenant.

“Boot Barn is a category-leading apparel brand and one that is aggressively expanding its footprint in key retail markets,” said Kelty. “The Western-inspired fashion aesthetic is experiencing a major resurgence, and Boot Barn is a great addition to Somerset Shopping Center. This latest addition is one that reinforces the property’s enviable position as a top choice for best-in-class tenants.”

Boot Barn’s arrival illustrates LMC’s success in enhancing the merchandising options at Somerset Shopping Center. Kelty noted that the recent additions – including Strand Salon Studios, Fred Astaire Dance Studios and a newly signed lease with Style Brow Bar – highlight the continued strength of personal services and fitness concepts in today’s retail landscape.

Strand Salon Studios offers high-end, customizable room rentals designed for hair stylists and independent wellness/beauty professionals.

Fred Astaire Dance Studios, a globally recognized ballroom dance franchise, provides engaging private and group dance instruction in a welcoming environment.

Style Brow Bar, the newest commitment, will further expand the center’s personal care offerings with a focus on brow shaping and beauty services.

The property’s mix of retailers, restaurants and service providers also includes Barnes & Noble, Gap Factory, Fortunoff Backyard Store, Liquor Cave, Norman’s Hallmark, Men’s Wearhouse, Hand & Stone Massage and Facial Spa, Pearl Vision, Pupcakes and Pawstries Barkery and Shoppe, and Optimum, among others.

With 72,000 vehicles passing the property daily, Somerset Shopping Center draws 1.2 million visits per year, according to Placer.ai data. More than 124,000 people reside within five miles of Somerset Shopping Center, a trade area with an average household income of \$175,600.

LMC is marketing retail space availabilities at Somerset Shopping Center ranging from 4,500 up to 22,183 s/f.

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