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**For immediate release**

**Acca Kappa fragrances arrive in New England—Drinkwater's—exclusive retailer**

Cambridge, MA—Drinkwater's— Cambridge, MA—Drinkwater's—an upscale, men's clothing store—opened its doors in Porter Square, Cambridge in the historic Henderson Carriage Building.

“Drinkwater's looks forward to raising the bar in the industry, by offering a personal and comfortable shopping experience,” according to Gary Drinkwater, President, “and by making sure it is of the same high quality as our products. We hope to quickly prove ourselves as an authority in the upscale menswear market; with a focus on the highest standards of service and insight to individual lifestyle needs.”

Drinkwater's location, is the Henderson Carriage Building, constructed in the early 1800's as a carriage and sleigh factory and recently restored to reflect its historic charm. The store's design incorporates many of the original architectural elements such as exposed beams and brick walls, reflecting the hand-crafted, artisan energy of the many brands in the fall / winter collection. These are further enhanced by cork floors and brick walls; a combination of rough industrial and classic, contemporary design with a warm color scheme giving it a gallery-like atmosphere. Clothing is elegantly showcased in fine antique French furniture from the renowned dealer A Room with a View.

Through the personal relationships Gary Drinkwater has with many of the carefully edited list of designers, his collections will feature many exclusive designs not generally available in the region. Drinkwater's will offer a range of fine tailored clothing, sportswear, and outerwear for men—clean lines and sophisticated colors, exclusive fabrics and exceptional attention to details, fit and finish at an accessible price.

“A true tastemaker and someone you can trust.” says Alexander Julian well known for his eclectic use of color, an innovative designer who broke new ground when he became the first American clothing designer to create his own exclusive fabrics.

Drinkwater's: 2067 Massachusetts Avenue, Cambridge, MA 02140 617.547.2067

*About Drinkwater's:*

Drinkwater's offers a range of men's fine tailored clothing, sportswear, and outerwear—clean lines and sophisticated colors, exclusive fabrics and exceptional attention to details, fit and finish at an accessible price from a carefully edited list of designers from around the globe, featuring many exclusive designs not available elsewhere.

*For further information:*

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