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Ulta Beauty Officially Opens its Doors in Watertown's Arsenal Yards

The latest retailer to open at Arsenal Yards, Ulta Beauty offers salon services, cosmetics, fragrance, skin care products and more

Watertown, Mass. – February 12, 2021 – [Arsenal Yards](#) today announces the opening of [Ulta Beauty](#) as the latest retailer to join the thriving new neighborhood in Watertown. The largest beauty retailer in the United States, Ulta Beauty is the premier destination for cosmetics, fragrance, body, skin and haircare products. With a full salon in every store, Ulta Beauty also offers hair, skin and brow services.

Ulta Beauty will celebrate its soft opening with exclusive, members-only promotions from February 12-18 and an official Grand Opening will take place Friday, February 19, 2021. In celebration, Ulta Beauty guests will receive 20% off any in-store purchase and first-time salon guests will receive 25% off their services from February 19 –21, 2021.

Ulta Beauty guests at Arsenal Yards can view available services and book appointments using the Ulta Beauty app. Opening later this month within the store, the *Benefit Brow Bar* will offer brow services from trained Benefit Arch Experts. And later this year, guests will find an Express Skin Salon, offering a variety of skin services.

“We’re thrilled to officially welcome Ulta Beauty to Arsenal Yards and know residents and shoppers alike will be very excited about this new addition to our community,” said Maria Salvatore, Leasing Consultant for, Arsenal Yards. “Visitors now have access to premium salon services and beauty products in addition to the incredible shopping and dining experiences already available at Arsenal Yards. As Arsenal Yards continues to develop into a true ‘one stop shop’, the opening of Ulta Beauty is a wonderful milestone for the neighborhood.”

Located at 114 Arsenal Yards Blvd., between Gap Factory and Old Navy, the new store will be open from 10:00am – 7:00pm Monday through Saturday, and Sundays from 11:00am – 6:00pm. Ulta Beauty offers a variety of cosmetics, skincare, haircare and fragrance from brands such as

Kylie Cosmetics, KVD Vegan Beauty, Keys Soulcare, Briogeo and PATTERN by Tracee Ellis Ross, in addition to its own line of beauty products, the Ulta Beauty Collection.

The opening of Ulta Beauty at Arsenal Yards is one of the first of several exciting openings at Arsenal Yards in 2021. Visitors will also experience many new openings over the coming months, including a brand new 146-room Hampton Inn & Suites by Hilton, a full-size Roche Bros. grocery store, Buttermilk & Bourbon, Condesa Restaurante & Tequila Bar, Tori Jiro, the leasing of 300 residential apartments at Blvd & Bond, and the unveiling of Bond Square, an outdoor space for pedestrians, festivals, outdoor dining, and more.

For more information about Arsenal Yards, visit www.arsenalyards.com.

ABOUT ARSENAL YARDS

Along the Charles River, in the heart of East End Watertown, Greater Boston's next great neighborhood is emerging. With continued growth and development, by Fall of 2021 Arsenal Yards will be a thriving new neighborhood with over 50 curated shops, eateries, fitness, and entertainment venues including The Majestic 7, Buttermilk & Bourbon, and Roche Bros. The more than one million square foot mixed-use development also includes state-of-the-art life science lab space, 300 contemporary apartments, and a 146-room Hampton Inn & Suites by Hilton. Merging the best of community, culture, and lifestyle into a uniquely ideal place to live, work, and play, Arsenal Yards' original mural art installations are adding to the urban vibe along with enhanced outdoor and green spaces for social and community gatherings. Arsenal Yards is a co-development of Boylston Properties and Wilder. For more information visit www.arsenalyards.com.

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