

Third Boden Store Slated For Fall As U.S. Growth Gathers Pace

By [Mark Faithfull](#), Forbes Contributor



Boden's second U.S. store opened in July in Nashville, with a third slated for the fall.
BODEN

Boden is turning its decades-old bet on American consumers into a much more ambitious growth strategy, with the British fashion brand accelerating its move from online and department-store distribution into physical retail.

As Boden expands its U.S. footprint, its recently opened Nashville store at Hill Center Green Hills is playing a key role in that growth. The 1,700-square-foot store, Boden's second full-price U.S. location, opened in July and brings the British brand's signature color, style and distinctive retail experience to Nashville.

Read more about Boden's U.S. growth and its Nashville location at Hill Center Green Hills in [Forbes](#).