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Sea Bags Announces New Flagship Location in Downtown Portland, Maine
Maine-based Sea Bags moves flagship storefront, reimagines its historic wharf location



The exterior of Sea Bags' new flagship retail store, currently under construction, in downtown Portland, Maine. (photo courtesy: Sea Bags).

PORTLAND, Maine (April 2, 2021) - After over 20 years of success on Portland, Maine's historic Custom House Wharf, [Sea Bags](#), the iconic Maine designer and manufacturer of stylish and durable bags, totes and accessories handmade from recycled sail cloth, is expanding its retail footprint and moving its flagship store to a significantly larger space in downtown Portland.

The new flagship is located at 123 Commercial Street in Portland, Maine and is scheduled to softly open on May 7, 2021 as it plans to host local instore events, some featuring their community partners, followed by a grand opening over Memorial Day Weekend. The new store boasts a 2,500 square foot space that is less than a block from the brand's workshop and soon-to-be converted factory store - where Sea Bags will soon be changing out the product inventory to be primarily discontinued styles and samples that will be sold at discount.

"We have some very exciting plans in the works to make this new store a true showcase, worthy to be called our Flagship," said Don Oakes, CEO of Sea Bags. "This is a beautiful building with high ceilings, large front windows, great lighting, and original painted brick walls. We plan to keep much of the original structure and materials (like the brick walls and hardwood floor), while updating the colors to be more in line with our other stores and adding elements like barn boards, buoys, and lobster traps. Given the size of this space - three times the size of our typical store - we are also planning some new features and fixtures to showcase our products and highlight our "distressed nautical" design aesthetic. This is a busy time for Sea Bags, as we continue to grow both our sales and manufacturing, while staying true to our Maine roots and honoring our State's sailing heritage."

Known well for its annual, one day only Black Friday sale at the original flagship on the wharf, Sea Bags had to take a different approach in 2020 to manage the event in a way that was safe for both its customers and employees. When the larger location at 123 Commercial Street became available, Sea Bags saw an opportunity, and its Black Friday sale was reimaged into the Sea Bags Indoor Tent Sale.

Initially leased as a short-term pop-up space, the Sea Bags retail team is now working on permanent design plans that take advantage of the space's features. Sea Bags plans to transform the space into a visually appealing store where it can showcase both its sustainable recycled sail cloth products and its authentic brand story, as well as enhance the customer shopping experience.

Opening in time to welcome the summer tourists and thoughtfully being built out to provide a safe-distanced shopping experience, the new Sea Bags flagship retail store will be a space that both the brand and the city of Portland can be proud of. The original store located on Custom House Wharf is being transformed into a factory store--where manufacturing will still take place and the [Sail Trade Program](#) will continue to have its doors open for customers to be able to drop off their sails.

Sea Bags opened 13 new retail stores alone in 2020, and the brand has been aggressively [expanding its retail footprint](#) throughout New England and across the U.S. over the last few years.

[Sea Bags](#) is the Maine-based designer and manufacturer of bags, totes and accessories all made from recycled sail cloth. Sea Bags has 39 stores across the U.S. (New England, Mid-Atlantic, Florida, Michigan and California). All products can also be found on www.seabags.com.

About Sea Bags

Incorporated in 2006, Sea Bags started by making fun, functional and stylish totes from reclaimed sail cloth in the historic Old Port district of Portland, Maine. Today, the company employs nearly 175 people - all dedicated to the mission of saving sails from landfills while creating a diverse line of totes, bags and home goods that feature material from recycled sail cloth. The extensive use of reclaimed sail cloth is unique to Sea Bags. Signs of hard sailing can be seen in Sea Bags creations, making them as individual and unique as their owner. The new Sea Bags flagship retail store is located on Commercial Street in Portland Maine, and the manufacturing headquarters and factory store is located around the corner at 25 Custom Wharf House on Portland, Maine's working waterfront - where you can see firsthand the bags being made. Company-owned retail stores are located in Maine, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Delaware, Maryland, South Carolina, Florida, Michigan and California. To learn more about Sea Bags and the stories their sails tell, visit www.seabags.com.

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