**Contact:**

Christie Kozak | Leary PR | christie@learypr.com | 978-502-5747

**Fusion Dolls Expands at Westgate Mall**

***Innovative Retailer Celebrates Diversity and Inclusion***

BROCKTON, MASSACHUSETTS (September 2021) - Westgate Mall ([ShopatWestgateMall.com](https://www.shopatwestgatemall.com/)) has announced the opening of Fusion Dolls into a new, larger space at the center. Starting as a kiosk, Fusion Dolls has seen continued growth over the last year and has moved into an inline store. Fusion Dolls will open in their new storefront on Friday, October 1, 2021.

Recently recognized by the Metro South Chamber of Commerce with the Entrepreneur of the Year Award, Fusion Dolls is a black, woman owned business creating dolls and accessories that are multicultural. The doll maker celebrates diversity, providing girls with dolls that look like them. Fusion Dolls is owned by Widline Pyrame, who came to the United States from Haiti as a teenager.

“Fusion Dolls is thrilled to expand into a larger storefront and offer our shoppers a more expansive line of dolls, accessories, bags and more,” says Widline Pyrame, Founder of Fusion Dolls. “We have had an army of supporters on our journey to celebrate diversity and empower children of all colors,” she adds.

From an early age, Widline noticed that toys and media imagery predominately showcased fair complexion women. Becoming a social worker, she recognized the importance of children having dolls that look like them to learn about self-love and acceptance. For more information and to view a full catalog of Fusion Dolls, visit [FusionDolls.com](https://fusiondolls.com/) or Facebook and Instagram [@fusiondolls](https://www.instagram.com/fusiondolls/).

“At Westgate Mall we work closely with our tenants to help them grow and be successful. Fusion Dolls is an example of a small business that started at the center with one pushcart, followed by two pushcarts and has now expanded into an inline store,” says Greg Farrington General Manager of Westgate Mall.

**Westgate Mall**

Westgate Mall, an enclosed regional mall in Brockton, Massachusetts, features Burlington, PlanetFitness, DICK’S Sporting Goods, Old Navy, Staples and Best Buy Outlet, plus a mix of more than 60 specialty stores including Verizon and XFINITY Store by Comcast, Bath and Body Works, Jo-Ann Fabric and Craft Stores, Famous Footwear, The Children’s Place, and Rue21. Eateries include Chipotle, Buffalo Wild Wings, IHOP and Auntie Anne’s/Carvel/Cinnabon. Market Basket is also on-site. Westgate Mall is located at the intersection of Routes 24 and 27 in Brockton and accessible via the Brockton Area Transit Authority. For directions and additional information, please call 508-588-8916 or visit [ShopatWestgateMall.com](https://www.shopatwestgatemall.com/). Westgate Mall is a New England Development shopping destination.

**New England Development**

For over forty years, New England Development has taken a creative, entrepreneurial approach to real estate development and management - delivering and sustaining successful projects across a wide range of property types. These projects transform complex challenges into preferred locations, generate long-term value to communities, afford compelling opportunities for local and national businesses, and offer sought-after experiences to a wide range of consumers.

The company is acclaimed for creating some of the country's most widely-recognized and successful regional centers, as well as multifaceted developments that combine retail, residential, hotel, and office uses. Outlet centers, high-end and street-front retail, airport retail, golf courses, restaurants, and marinas round out New England Development's robust portfolio. For more information, visit [NEDevelopment.com](http://www.NEDevelopment.com).

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