

# REV CLINICS WELCOMES LOLA'S TO ITS CENTRAL SQUARE LOCATION

*New urban vintage shop introduces affordable reconstructed clothing, contemporary accessories, and wearable art.*

CAMBRIDGE, May 20, 2021 – [Revolutionary Clinics](#), one of the state's leading providers of medical marijuana, today welcomed [Lola's](#), a retail boutique that offers one-of-a-kind accessories and cutting-edge fashion at reasonable and affordable prices, to its Central Square location at 541 Mass. Ave. The highly-visible store space was donated by Rev, free of charge, to Central Square Business Improvement District (CSBID), enabling one of the participants of its successful [Poppportunity](#) program to take the next step with a brick-and-mortar.

"We want Lola's to be the place to go to feel confident, creative, and fierce. Now, for the first time in ten years, we have the incredible opportunity to serve our customers at a brick-and-mortar location," said Nicoletta Lyons, owner of Lola's. "We're delighted to bring our unique shopping experience to Central Square and join the fabric of this vibrant community, and we're incredibly grateful to CSBID for connecting us with Rev, who kindly offered up the space."

Nicoletta "Nicole" Lyons, a designer and photo stylist, is the creative mastermind behind Lola's. Lyons and her team aim to provide not just fashion, but the chance for shoppers to express their daring attitudes and individuality through affordable vintage.

Central Square Business Improvement District leverages longstanding, intergenerational relationships to create spaces and opportunities for local residents, artists, and entrepreneurs to benefit from the richness of Central Square's Cultural District. In addition to programming and pop-ups, CSBID manages a team of Block-by-Block ambassadors and outreach workers. As stewards for the neighborhood, they work to connect at-risk neighbors with social services, provide assistance to shop owners, residents, and visitors, and maintain shared public spaces.

"The opening of Lola's at 541 Mass Ave is a big step for the Square," said Michael Monestime, Executive Director at Central Square Business Improvement District. "It proves that our Poppportunity model works: we created an ecosystem that provides affordable opportunities for small businesses to graduate from market to pop-up to primetime storefront. The storefront space wouldn't be possible without the Rev Clinics team, who have been an incredible neighbor and partner on our initiatives on Lot 5."

Lola's has participated in CSBID's [Poppportunity](#), a weekly pop-up market in Cambridge's Starlight Square, since November 2020 and was chosen through an application process among all Poppportunity vendors to occupy Rev's donated Mass Ave. storefront.

"We're thrilled to welcome Lola's into our Central Square location and we believe they are a perfect fit to enhance the retail scene in this neighborhood," said Keith Cooper, CEO of Revolutionary Clinics. "We have enjoyed working with CSBID and applaud their hard work and creativity to create opportunities for local businesses, especially with many still grappling with the effects of the pandemic. All of us at Rev are looking forward to seeing Lola's thrive in this new space."

Rev has three dispensary locations, two in Cambridge and one in Somerville, and operates a wholesale arm for adult use cannabis. Revolutionary Farms, the moniker of their cultivation facility, is one of the largest and most advanced cultivation operations in the state.

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