

The Great Put On Announces Veterans Day Promotions Across Both Stores



Boston, Massachusetts Nov 10, 2025 (Issuewire.com) - The Great Put On has announced its upcoming **Veterans Day promotions** for both of its locations - **Martha's Vineyard** and **Seaport Boston**.

The stores will offer **20% to 50% off storewide**, with the **Avant Toi Collection** excluded from the sale.

This event will take place on **Veterans Day**, giving customers a chance to shop a wide range of designer pieces at reduced prices. The Great Put On has made these promotions a yearly tradition, tying them to moments that matter to its customers and community.

Veterans Day Promotions and Store Details

Both stores will feature discounts across multiple categories, including outerwear, knitwear, tailored clothing, and accessories. Prices will be clearly marked during the event, with discounts automatically applied at checkout.

The Veterans Day promotion reflects the brand's ongoing effort to give customers value while staying true to its focus on craftsmanship and design integrity.

The **Martha's Vineyard** store will feature items that suit the island's relaxed pace and coastal charm. Visitors can expect lightweight fabrics, fine cotton shirts, soft knits, and tailored pieces that work well for island life. The setting is calm, thoughtful, and designed for browsing at ease.

In **Seaport Boston**, the event will offer a broader range of city styles, with structured jackets, coats, and urban-ready looks. The Boston location brings together classic design and contemporary edge, catering to those who want refined pieces that also fit a modern lifestyle.

The Veterans Day promotions at both stores will run during regular business hours. Customers can check thegreatputonmv.com for location details, hours, or event updates.

A Focus on Simplicity and Service

The Great Put On has built its name on a simple idea: quality clothes and honest service. The Veterans Day event continues that tradition.

Each store's team is trained to help customers find the right fit, feel, and style. Associates will be available throughout the event to answer questions and assist with styling suggestions. Every visit is meant to be easy and personal, without pressure or rushed experiences.

During the Veterans Day promotion, all regular customer care and exchange policies will stay the same. The company wants visitors to enjoy the event while feeling confident about their choices.

The focus is not just on discounts but on maintaining the same level of care and attention that defines The Great Put On year-round.

Why Avant Toi Is Not Included

The [Avant Toi Collection](#) remains outside this Veterans Day promotion. The decision reflects respect for the craftsmanship behind the brand. Each piece is handmade, hand-dyed, and produced using methods that give it a one-of-a-kind quality.

The collection has always been treated differently because of the artistry that goes into each garment. While it is not part of the discount event, it will still be available in both stores during the promotion for those who wish to explore the collection.

Two Locations, Two Experiences

The Great Put On operates two stores that share a philosophy of thoughtful design but offer distinct experiences.

In **Martha's Vineyard**, the boutique reflects the island's laid-back yet polished feel. The store carries pieces that work for relaxed afternoons or evening gatherings. The selection includes breathable linens, cashmere sweaters, and soft layers that feel timeless.

The **Seaport Boston** location has a sharper and more modern appeal. It caters to those who enjoy structure and precision in their wardrobe. The space features designer collections from Europe and the United States, blending minimalism with detail.

Though both stores differ in atmosphere, they share a commitment to craftsmanship and authenticity. Customers can expect consistency in service and product quality, no matter which store they visit.

Event Planning and Customer Transparency

The company has confirmed that all markdowns will be visible in-store and clearly labeled. No membership or sign-up will be needed to participate. All customers visiting during the promotional period will have equal access to the discounted prices.

The Veterans Day promotions will not include any flash sales or temporary clearance events. Instead, the focus will be on steady and transparent pricing that reflects The Great Put On's long-standing retail values.

Both stores have trained staff to handle increased visitor flow and ensure an organized shopping experience. Additional support will be provided for exchanges, packaging, and customer service throughout the event.

The Great Put On follows regional retail standards and ensures that every discount complies with fair pricing laws.

Connection with the Community

While this is a retail event, The Great Put On views the Veterans Day promotions as a chance to connect with its communities in **Martha's Vineyard** and **Boston**. The day holds significance nationwide, and the company recognizes its importance with quiet appreciation.

The management team has shared that the Veterans Day promotion is as much about giving back to loyal customers as it is about marking the occasion. The stores aim to offer a space where shopping feels relaxed, respectful, and community-focused.

By linking its sales calendar to meaningful dates, The Great Put On continues to strengthen its bond with customers and local neighborhoods.

Ethical Approach and Brand Philosophy

The Great Put On's approach to fashion has always centered on responsibility and respect for the craft. The company works with brands that use sustainable materials, ethical sourcing, and production practices that reduce waste.

Its collections often highlight handmade and small-batch pieces that last for years, not seasons. The Veterans Day promotion allows more customers to access these collections without compromising the company's values.

The stores will feature carefully selected pieces that reflect the brand's belief in long-term style and lasting design. The Great Put On does not promote fast fashion or seasonal fads but focuses on pieces that hold their worth through quality and artistry.

Customer Experience and Contact Information

Visitors attending the Veterans Day promotion can expect a calm, organized shopping environment. The staff will assist with styling questions, sizing, and recommendations. The goal is to make each visit smooth and personal.

Both locations will follow standard hours during the event. Details can be confirmed directly with the stores or through the official website.

Martha's Vineyard Store:

1 Dock Street, Edgartown, MA 02539

Phone: (508) 627-5495

Seaport Boston Store:

Information available at thegreatputonmv.com

Email: thegreatputonmv@gmail.com

All inquiries about product availability, event timing, or store policies can be directed to the contact details above.

About The Great Put On

The Great Put On is a luxury boutique retailer with locations in **Martha's Vineyard** and **Seaport Boston**. The company specializes in high-quality apparel and accessories for men and women. Its collections feature international and domestic designers known for craftsmanship, comfort, and design integrity.

The stores are known for their personal service, curated product lines, and attention to detail. Each location offers a tailored shopping experience suited to its environment—the calm of Martha's Vineyard and the energy of Seaport Boston.

The [Great Put On](http://thegreatputonmv.com) continues to maintain partnerships with brands that emphasize sustainability, artistry, and authenticity. Its philosophy is rooted in timeless fashion and quality pieces that last beyond trends.



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