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Long-Awaited ACHILLES PROJECT to Open in Late February

Fort Point Channel retail and restaurant concept to open its doors to customers February 18

/24-7PressRelease/ - BOSTON, MA, February 10, 2008 - After many months of word-of-mouth buzz, Boston residents will finally be able to shop and dine at Fort Point Channel's much-anticipated Achilles Project, which has announced a February 18 opening date. Part retail entity and part restaurant, the business is a first of its kind for Boston and poised to become a shopping and dining destination in Boston's still commercially spare Fort Point district.

Given our unique concept and vision Shaka and I wanted a sense of exploration and discovery to be inherent in the Achilles Project," said co-owner Michael Krupp. "We realized we'd need to move beyond Boston's traditional retail areas to offer this. We're so proud to open our doors in this emerging neighborhood and take our place on the city's shopping and dining landscape."

Shaka Ramsay, Krupp's business partner said: "The project has evolved so much from our early concepts - it's taken on an amazing life of its own. The city has shown an increasing interest in fashionable living: we think Bostonians are ready for the ultimate retail and dining experience."

The retail division, called Achilles, will feature exclusive and limited-run products from competitive- to high-price point fashion lines for men and women, as well as previously unreleased collections from a wide variety of designers and artists. A few of the labels consumers will find on shelves include Rachel Roy, Diesel, Bing Bang, and Surface to Air Paris. Famed street-wear jewelry designer Gabriel Urist has crafted a line of signature-jewelry, which incorporates the Achilles logo.

Krupp and Ramsay announced last summer that Lumiere's Michael Leviton would helm the kitchen of Persephone, the restaurant entity within the space. Leviton's American-inspired menu showcases the freshest local ingredients and seasonal items with a focus on regional flavors and a commitment to sustainable foods. Just a few dishes diners will find on the menu include Chatham Hooked Cod, Maine Bouchot Mussels and a "humanely-raised" braised veal. The whimsical cocktail list includes Spiced Pyrus, a Spartan Sling, the potent Achilles' Heel and The Obligatory Fifteen Dollar Chowhound-predicted Pomegranate Martini - which will only actually set the patron back \$10 each.

The Achilles Project is one of the first restaurant/retailers to move into Boston's up-and-coming Fort Point Channel neighborhood.

For more information or to request hi-res versions of any images contact Kirsten Amann at 617-733-2791 or via email at kirsten@dalynmillerpr.com.

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