

Built for what's next.

GRAND OPENING CELEBRATION

Sept 18-Oct 25, 2026

L.L.Bean Flagship Store | Freeport, ME

Flagship Grand Opening Event Schedule

Grand Opening Weekend

Sept. 18-20

Free Kickoff Concert: Kip Moore

Fri., Starting at 7 p.m. | Discovery Park

In-Person Boat and Tote® Stitching

Fri.-Sun., 9 a.m.-9 p.m. | Custom Shop

Watch skilled stitchers from our Brunswick, ME, manufacturing facility make our iconic Boat and Tote right in front of you

Experience the Store Like Never Before

- Visit the Multi-Tiered Trout Pond
- Explore the Supersized Stream Tank
- See What's New at 1912 Café
- Experience the Reimagined Custom Shop
- And so much more

Heritage Weekend

Sept. 25-27

L.L.Bean Vintage Product Drop

Launches Friday, 9 a.m.

Shop one-of-a-kind items handpicked by renowned vintage curator Wooden Sleepers

Heritage Roadshow

Fri.-Sun., 3-6 p.m. | 1912 Café

Chat with Brian Davis, founder of Wooden Sleepers, about unique L.L.Bean archive finds—and bring your own classic pieces for an expert consult

Have something to bring? Sign up through Eventbrite at lbean.eventbrite.com.

Upcycling & Repair by Birch Coast

Fri.-Sun., 10 a.m.-3 p.m. | Studio at the Custom Shop
Bring your used and new L.L.Bean apparel to be patched and customized by a local seamstress

Meet Our Product Repair Team

Sat., 10 a.m.-3 p.m. | Footwear Dept.

Learn how the talented repair team from our Brunswick, ME, manufacturing facility can bring your well-worn L.L.Bean favorites back to life

Fall Festival

Presented by Visit Freeport

Oct. 2-4

A Freeport favorite returns, with local makers, artists, music, food, and plenty of community spirit

Learn more at visitfreeport.com/freeport-fall-festival

Come Into the Store for Even More

**Purchase a Boat and Tote®,
Get It Painted by Hay Does Art**

Sat., 3-6 p.m. | Sun., 1-4 p.m.

Plus, other fun events all weekend long!

Makers Weekend

Oct. 9-11

Block Printing with Katharine Watson

Fri., 9 a.m.-3 p.m. | Sat., 1-9 p.m.

Chainstitch Embroidery with Wet Day Fire

Fri., 3-9 p.m. | Sat., 9 a.m.-1 p.m. | Sun., 9 a.m.-3 p.m.

Get Your Boat and Tote® Painted by Hay Does Art

Sun., 3-9 p.m.

Note: Products must be purchased before customization events.

Pumpkin Festival

Presented by Camp Sunshine

Oct. 16-18

Pumpkin Lighting

Fri., 5 p.m.

Thousands of pumpkins will light up Freeport through Sunday at 8 p.m. And just like our flagship store, they'll be glowing around the clock (we're open 24/7 again!)

Family Movie Night: Hocus Pocus (PG)

Fri., Starting at 7 p.m.

Fall Fun for All Ages

Fri., 5-8 p.m. | Sat.-Sun., 12-8 p.m.

Celebrate the season with fall crafts, games, treats, and more

Camp Sunshine Flannel 5K & Fun Run

Sun., 12 p.m.

Don't forget to wear your favorite L.L.Bean flannel

Visit campsunshinepumpkinfestivals.org to register

Home Team Weekend

Oct. 23-25

Free Concert: The Wallflowers

Fri., Starting at 7 p.m.

Boston Red Sox Experience

Sat., 12-4 p.m.

Enjoy a meet-and-greet and autograph signing with a Red Sox legend, then take the field for the Red Sox Showcase, featuring batting cages, pitching stations, and more—all with a Fenway flair

Portland Hearts of Pine Experience

Sun., 12-4 p.m.

Meet your favorite Maine soccer team for autographs, selfies, and a casual kickaround in the park