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Hawaii aloha shirt retailer Reyn Spooner reopens shop at Sheraton Waikiki

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Hawaii aloha shirt maker Reyn Spooner has opened a new store in the lobby of the Sheraton Waikiki Hotel & Resort after closing its original store at the hotel last fall to relocate.

The aloha wear company has had a presence at the Sheraton Waikiki for more than two decades, but opened a second location at the Sheraton Princess Kaiulani on 120 Kaiulani Ave. last October during its relocation at the Sheraton Waikiki on Kalakaua Avenue.

Sand People took over the original spot that Reyn Spooner held for 20 years, and the company moved into the former Angelo's space next to the Cookie Corner.

"It's a good property for us because it has the right crowd and customer base and the property is a very active one with a lot of Waikiki history," Reyn Spooner President Kirk Hubbard, III, told PBN, noting that the move was due to an overall property rebranding at the Sheraton Waikiki.

The 700-square-foot store has hired three full-time employees.

"We held our soft opening, but we're going to put more work into it," Hubbard added, noting more decor and details will be added.

The two Waikiki locations, along with a 50-year-old Ala Moana Center store, a 40-year-old Kahala Mall store, and a Downtown Honolulu store, makes a total of five locations for the company.

Hubbard said the company is also planning to expand and rebrand its Merchant Street Reyn's Rack location this year.