



## SELDEN MARKET

FOR IMMEDIATE RELEASE

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### POPULAR RICHMOND RETAILER TO OPEN IN SELDEN MARKET ON NOVEMBER 15

NORFOLK, Va. – (October 2019) – [Selden Market](#) located at 208 E. Main Street, is pleased to announce that Mod & Soul, an independent women-owned boutique, will open its second location on November 15. The popular retailer originated as an online boutique in 2015 and opened its first brick and mortar store in the Downtown Arts District of Richmond in 2016.

[Mod & Soul](#), named Best Women's boutique by *Richmond Magazine*, will occupy a long-term storefront space, and the owner, Jasmina Zulic, will serve as a mentor for other smaller retailers at Selden Market in Downtown Norfolk.

"I hadn't felt the same way since I opened my store on Broad Street in Richmond until I visited Norfolk," said Zulic. "I immediately knew Selden Market was the type of creative community that I wanted to be a part of as my business grows. I want to play a role in infusing energy here and look forward to being a part of a supportive retail community that works together. At Mod & Soul, we curate a collection that helps women prepare for work, play and special occasions. In the process, we keep the prices affordable and work to feature local and American-made brands."

The store, which has gained a very popular following both online and in Richmond, carries a hand-picked, limited quantity line of effortless chic and bohemian fashion, locally made jewelry, accessories and handmade gifts.

"Jasmina's style, energy and products are an excellent match for Selden Market," said Careyann Weinberg, Selden Market director. "Mod & Soul will easily fill the void of a much-needed womenswear boutique in Downtown Norfolk, with pieces perfect for young professionals, students and moms alike. Mod & Soul is a Richmond staple and a business we've loved for a while so we are excited to kick off our holiday season with its grand opening on November 15."

With almost a cult-like following, Zulic has demonstrated her eye and love for fashion, retail and small business success. Details of the grand opening on November 15 will be released closer to the date. For other updates and information, follow [Selden Market's Facebook page](#).

The market's hours are Tuesday - Saturday 10 am-5 pm and Sunday 11 am-5 pm. A list of storefront tenants can be found by visiting the Selden Market [website](#).

Selden Market, Downtown Norfolk's first retail incubator, is a space that inspires the small business experience, helping new and emerging businesses get established by providing leases with significantly reduced rents, short lease terms and pop-up opportunities. More established retail businesses within the market and outside serve as mentors to offer business guidance and education. Selden Market supports and encourages a relationship with small businesses and the community. Businesses can find out more and apply at [seldenmarket.com/become-a-tenant/apply](http://seldenmarket.com/become-a-tenant/apply) or email [seldenmarket@gmail.com](mailto:seldenmarket@gmail.com) with questions.

Selden Market is operated by Downtown Norfolk Council (DNC) a private, not-for-profit membership organization comprised of businesses and individuals working toward a dynamic, attractive and prosperous Downtown. DNC also manages the Downtown Norfolk Improvement District, a 50-block special services district with enhanced services that keep Downtown friendly, safe and spotless. Connect with Downtown Norfolk on Twitter, Facebook and Instagram or visit [downtownnorfolk.org](http://downtownnorfolk.org).

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