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SELDEN MARKET

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SELDEN MARKET ANNOUNCES NEW FALL STOREFRONT TENANTS

NORFOLK, Va. – (September 2018) – Downtown Norfolk Council is pleased to announce that [Selden Market](#) has selected three new incubator storefront tenants. Slide Thru #FAM and KOR Vintage have begun their build outs and will celebrate their grand openings the weekend of October 12th and 13th. Pure Lagos has transitioned from a pop-up and is already open for business.

Selden Market serves as Downtown Norfolk's first retail incubator for new and emerging businesses. Selden creates a constantly changing environment with diverse storefront tenants and pop-up businesses that operate on daily-to-yearly lease schedules. The goal of the market is to stimulate street-level activity with low rent, short-term leases, business education and mentorship to help businesses shape their model, learn from each other and build community in a low-risk environment.

[Slide Thru #FAM](#) - A fast casual eatery serving modern handhelds with Filipino and American flavors

Adding a savory food option to the market, Slide Thru #FAM is the result of a decade-long friendship of co-owners Chef Eric Jackson and Rina Parrilla Garcia. The two met working in a corporate restaurant and immediately connected on their shared love of food and music. The pair will feature signature sliders like the Mango-Dobo or the Dinuguan-Mi. Check for Chef Eric's monthly Limited Release beef slider based on hip hop legends or the Iconic Duo: a pairing of classic PAHN-sit and LOOM-pya. Better yet, try a Mixtape, which is every dish they make.

"The vibrancy of downtown Norfolk has always held a special place in my heart and mind," said Jackson. "My family and my refined culinary skills began here so I'm absolutely ecstatic to bring even more diversity to the market and reach another level on all fronts."

"The amount of support and guidance that they provide entrepreneurs is one of the many reasons we're excited to be a part of Selden Market," added Garcia. "We can't think of a better way to grow our business and share our culture than this."

[KOR Vintage](#) - Vintage, retro fashion and home decor

KOR Vintage is a reseller of vintage and transformed apparel, accessories and home decor inspired from retro styles and designs of the 70's, 80's and 90's. Founded in 2013 by Keo Ramirez, KOR Vintage's collection features rare finds and stylish, one-of-a-kind, timeless classics. Inspired by urban street fashion, art and music, KOR Vintage specializes in pairing unique vintages pieces with high fashion, iconic trends to create bold, unforgettable statements. KOR Vintage appeals to the eclectic buyer and true vintage collectors looking for statement pieces for their homes and wardrobes.

[Pure Lagos](#) - Curated boutique of indigenous African, handmade and artisan treasures

Pure Lagos is an African art gallery and boutique that offers a curated selection of original art, fashion and artifacts from Nigeria, Ghana, Senegal, Kenya and more. Owner Sia Alexander attended Stanford

University and Howard University, graduating Magna Cum Laude with a degree in human psychology. After working as a therapist, Alexander pursued a career in fashion and developed an all-natural and homemade skin and body care line using indigenous African herbs and plants called SiaNatural.

"Being a part of the Selden Market small business community has been a wonderful blessing to me as a woman entrepreneur," said Alexander. "I have worked internationally for many years, but my experience as a local boutique owner at Selden Market has shown me that there's no place like home."

"These businesses work tirelessly to execute their visions in only a few weeks, and it's incredibly rewarding to help them polish their brands, business models, products and designs for their audience," said Selden Market Retail Director Careyann Weinberg. "While the new tenants prepare to bring fresh options to the downtown market, we also get to see previous tenants adapt their businesses, learn and grow."

Selden Market's complete fall lineup includes:

- Vessel Craft Coffee
- Slide Thru #FAM
- Surplus by Skate Supply
- Pure Lagos
- P.O.P. Kids Store
- Werther Leather Goods
- Lorak Jewelry
- The Original David
- KOR Vintage
- Velvet Witch

Fall Monthly Pop-ups

- S'mores Amore
- Doughminion Donuts

Follow [Selden Market's Facebook page](#) and social media accounts for listings of additional pop-up shops weekly. Applications for tenants and pop-ups are accepted and reviewed on an ongoing basis. Interested businesses are encouraged to apply at seldenmarket.com.

Selden Arcade at 208 E. Main Street serves as the connector between Slover Library, Hilton Norfolk The Main and Downtown Norfolk. Selden Market is operated by the Downtown Norfolk Council. The market's hours are 10 am to 5 pm Wednesday through Saturday and 11 am to 5 pm on Sunday.

Downtown Norfolk Council (DNC) is 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 48-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.

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