

DRAFT RELEASE



SELDEN MARKET

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SELDEN MARKET IS OPEN FOR BUSINESS
Downtown Norfolk's First Retail Incubator includes 12 storefront tenants
and 18+ pop-up businesses

NORFOLK, Va. – (October 2017) – Downtown Norfolk Council officially opened Selden Market, Downtown Norfolk's first retail incubator for new and emerging businesses. The official opening was celebrated with Norfolk Mayor Kenneth Cooper Alexander, Mary Miller, president & CEO of Downtown Norfolk Council, Drew Ungvarsky, chairman of the Vibrant Spaces committee and CEO and executive creative director of Grow and a host of city and business leaders.

Selden Market features 12 storefront tenants in addition to 18 initial pop-up businesses that will join them for 2017. Each week, at least seven pop-up businesses will be featured along with the storefront tenants. Selden Market is open to the public Monday through Saturday from 11 a.m. to 8 p.m. and on Sunday from 11 a.m. to 5 p.m.

"Historically, Selden has served as a destination for small and unique businesses," said Mayor Alexander. "We are excited to re-open Selden Market as a space not just for boutique shops and innovative services, but also as an incubator that will produce the next generation of Norfolk's iconic businesses. We are grateful to partner with Downtown Norfolk Council and Vibrant Spaces on this initiative."

Downtown Norfolk Council launched the project with a call for businesses in May. It received 49 applications from which the tenants and pop-up businesses were selected. Three of the storefront tenants will serve as mentor businesses offering advice on every aspect of running a retail operation.

"This program not only provides affordable rents but also resources and advice for the new businesses to develop the skill sets necessary to succeed," said Miller. "We are doing this with mentor tenants, ongoing mentorship from other Downtown businesses and a partnership with the Center for Retail Excellence to provide educational classes."

The goal of Selden Market is to create a constantly changing and dynamic environment. Pop-up businesses may operate for a week or a month. There will be some additional pop-up businesses that may even join the roster for a day.

"We are very proud of the Selden Market roster and this new phase of Vibrant Spaces that will provide a sense of place and support for emerging businesses," said Ungvarsky. "Vibrant Spaces has evolved due to the demand and interest of small businesses operating in Downtown. We know this will create the type of atmosphere we were hoping to achieve"

Downtown Norfolk Council will continue to review applications for storefront positions and pop-up businesses, and prospects can learn more at www.seldenmarket.com. The selection committee will reach out to new applicants again this fall.

“We invite everyone to visit the [Selden Market Facebook page](#) every Monday to find weekly pop-ups and special events,” said Careyann Weinberg, market director. “The tenants are eager to enhance Selden Market with new ideas, events and promotions. We're ready to give Downtown residents and visitors unique experiences that transcend retail as they know it.”

Selden Market storefront tenants include:

[Doughminion](#) - Doughnut shop with a modern twist, featuring both classic and one-of-a-kind flavors

[Flutterby Soap Company](#) - Handcrafted vegan soaps, lotions, and other skincare products - using high quality essential oils and butters

[Food, Clothing & Shelter](#) - A curated retail experience where culture and community meet

[Hummingbird Chocolate & Tea Room](#) - Elevating your tea and chocolate drinking experience

[LORAK Jewelry](#) - Modern jewelry store known for in-house designed and crafted jewelry collections and unique engagement rings

[Merchant's Reserve](#) - Exceptionally sourced nut, chocolate and specialty food gifts - reserved just for you

[Thank You Gift Shop](#) - An extension of Thank You Gallery that aims to provide customers with a hand-curated selection of unique and limited goods

[P.O.P.](#) - Enriching children's lives through the Power of Play

[Velvet Witch](#) - A curated gift shop carrying products for healing of the mind, body and soul

[Vessel Craft Coffee](#) - A coffee bar featuring ethically sourced coffee, cold brew, brew gear and world change

[Werther Leather Goods](#) - Quality leather bags and wallets, made locally

[Werrell Woodworks](#) - A modern decor store with products for your business and home to create a unique and memorable space

Selden Market Pop-ups include:

[ADHD Driven](#) - A curated boutique of handmade clothes and goods made with love, good intention and eclectic vibes

[Art Crush](#) - Boutique specializing in handmade and hand-painted wearable art

[Color Fleur](#) - Upscale indoor garden boutique that combines a love of nature, art and interior décor

[Crumbsnatcher Cafe](#) - Homemade, healthy and delicious gourmet pet treats

[Davenport Designs](#) - Handmade fine jewelry with a simple, quirky twist

[For All Handkind](#) - A collective that connects artists with the community through hand-crafted glass objects. 10% of each artist's sales go directly to a charity of their choosing.

[In Her Nature](#) - Traveling boutique that offers clothing and accessories that are stylish, easy to wear and won't break the bank

[In Mind Vintage](#) - Curated vintage menswear including t-shirts and outerwear from the 1950s to the 1990s

Maple & Belmont - A creative studio born out of a deep passion for hand lettering. Products are screen printed by hand and include art prints, stationery, textiles and more.

Norfolk Growler Company - Combining form and function through handmade ceramic growlers inspired by the traditions of Norfolk

Say Possible Socks - A sock brand focused on the art and design of legwear, featuring unique styles and custom service

Spotted Fig Pastries - A small batch bakery dedicated to crafting splendid, seasonally-inspired desserts

STEEZ Premium - A lifestyle label staying true to premium design through clothing, goods, and content

Studio 336 - Mugs, banners, decals and apparel with a dose of encouragement

Studio Posy - Unique floral design, elegant custom terrariums and botanical-inspired gifts

Twittering Bird - Prints and gift items featuring playful illustrations of beloved Virginia cities

Unbaked - Small-batch, made-to-order, edible cookie dough with unique flavors that are a treat to everybody's inner child

Waffletina - Norfolk, Va.-based pop-up serving liege waffle sandwiches

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.

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