



FOR IMMEDIATE RELEASE

SELDEN MARKET

Contact: Cindy Mackey, 757-754-4553, cindymackey@cox.net

SELDEN MARKET ANNOUNCES 18 POP-UP BUSINESSES FOR 2017
Downtown Norfolk's First Retail Incubator includes 12 storefront tenants
and 18+ pop-up businesses

NORFOLK, Va. – (September 2017) – Downtown Norfolk Council is pleased to announce that Selden Market has selected 18 initial pop-up businesses that will join the 12 storefront tenants for 2017. Each week, at least seven pop-up businesses will be featured along with the storefront tenants. Selden Market will open to the public on October 4 at 11 a.m.

Selden Market will serve as Downtown Norfolk's first retail incubator for new and emerging businesses. The goal is to create a constantly changing 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're going for energy and vibrancy," said Drew Ungvarsky, chairman of the Vibrant Spaces committee and CEO and executive creative director of Grow. "We handpicked the 12 tenants, and these pop-ups will complement them to make an exciting launching point for this endeavor."

"We will continue to receive applications for storefront positions and pop-up businesses," said Mary Miller, president and CEO of Downtown Norfolk Council. "These pop-ups are perfect for testing out new products or services. The pop-up booths can be rented for \$100 a week or \$300 a month."

Applications are accepted and reviewed on an ongoing basis. Interested businesses are encouraged to apply at seldenmarket.com. The selection committee will reach out to new applicants again this fall.

"Each week's list of pop-up businesses will be posted on the Selden Market Facebook page every Monday so you can find your favorites and plan your shopping trip," said Careyann Weinberg, market director. "But everyone should be prepared for the unexpected. We will continually rotate and change, and we are asking the tenants and pop-up businesses to activate the space in unique ways, giving patrons a fresh experience each time they step into the market."

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

Selden Market will be operated by the Downtown Norfolk Council. The market's hours will be 11am to 8pm Monday through Saturday and 11am to 5pm on Sunday.

Selden Arcade will serve as the connector between Slover Library and Hilton Norfolk The Main. Selden Market will include multiple storefront small-business tenants and booths for rotating pop-up businesses. The goal of the market is to stimulate street-level activity with low rents and short-term leases to help businesses shape their model, learn from each other and build community in a low-risk environment.

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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