



SELDEN MARKET

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SELDEN MARKET ANNOUNCES SPRING LINEUP

Downtown Norfolk's evolving retail incubator introduces new storefronts and pop-ups

NORFOLK, Va. – (March 2018) – Downtown Norfolk Council is pleased to announce the new storefront and pop-up businesses at [Selden Market](#) for spring 2018. Downtown Norfolk's first retail incubator helps new and emerging businesses get established by providing six-month leases with significantly reduced rents. A handful of more established retail businesses with longer lease terms open shop alongside the incubators to offer business guidance and support.

Selden Market features 11 storefront tenants in addition to multiple daily, weekly and monthly pop-up businesses. Selden Market is open to the public Monday through Saturday from 11 a.m. to 6 p.m.

Part of the dynamic nature of this retail incubator means a rotation of businesses as owners refine their business model and find more permanent locations. A regular schedule of special events, classes, workshops and speakers provides opportunities for one-of-a-kind experiences.

New Selden Market Spring Storefront Tenants:

[Color Fleur](#) - An upscale indoor garden boutique that combines a love of nature, art and interior décor. Color Fleur has excelled and shown significant growth as a pop-up within Selden for the last six months. Owner Luis Pereira will increase his offerings in an incubator storefront and add a repotting station, allowing customers to bring in plants from home for repotting.

[Surplus](#) - A division of Skate Supply, bringing the best selection of skateboard decks, accessories, footwear and apparel to Norfolk. Skate Supply has operated in Chesapeake for 14 years and will now expand its business to a mentor storefront boutique.

"I've called Norfolk home for more than five years now, so I'm thrilled to finally bring my knowledge and selection of skateboarding products to the Selden Market and Downtown," said Surplus general manager, Trey Hill.

New Selden Market Pop-ups: In addition to the storefront tenants, the following pop-up businesses and many others are approved to rotate within the center of the market:

- Bonjou

- Clothe + Arrow
- Coastal Candle
- Crafted VA
- Eat Mangan
- Eco Maniac Company
- Got Fish
- Gymbohanah
- Heal, Love, Now
- Le Look Bags
- LOUD Accessories
- Made Co.
- Natejer Botanicals
- Okai Fabrics
- She Greet the Day
- Smores Amore
- Strawberry Fields
- The Bohemery
- The Chocolate Lab
- The Sassy Sailor's Wife Mobile Boutique
- Wild Card Books and Art
- Wild Helix

As Selden welcomes new tenants, two storefronts from the initial lineup are continuing their business journey. Werrell Woodworks' custom furniture and home decor can be found online at <https://www.etsy.com/shop/WerrellWoodWorks> and visit Flutterby Soap Company at the Virginia Beach Farmer's Market or online at <http://www.flutterbysoapcompany.com>.

"Selden Market has been exactly what it set out to be, a launch pad," said Sam Werrell with Werrell Woodworks. "We are currently booking two months in advance and releasing a full product line in the spring. Selden Market has created for us the exact type of problem every business owner could want, more business. To say the least, we would do it all over again in a heartbeat."

“More than 20 businesses received support through the incubator in the first six months,” said Downtown Norfolk Council President & CEO Mary Miller. “We are able to provide a low-risk and nurturing environment so that owners can launch their businesses and receive invaluable support from Downtown business mentors and the Retail Alliance’s Center for Business Excellence.”

“Selden Market has been a great stepping stone for us in the Norfolk market,” said Valerie Goulart with Flutterby Soap Company. “The market has an amazing compilation of small, locally owned business, creating a unique experience for everyone. We have thoroughly enjoyed our time here and will continue to promote these businesses and wonderful space! Can’t wait to see what is next!”

“The incubator program is a perfect environment to learn about what works best for your business,” said Careyann Weinberg, market director. “We are excited to watch our initial tenant’s businesses grow and look forward to the continued transformation of Selden Market as we bring in new tenants.”

Selden Market will continue to review applications for storefront spaces and pop-up businesses, and prospects can learn more at www.seldenmarket.com. Visit the [Selden Market Facebook page](#) to keep up with upcoming pop-ups and events.

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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