



SELDEN MARKET

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Sugar & Grace To Open in Selden Market on June 5 *Eco-friendly candles to brighten your life and home*

NORFOLK, Va. – (May 2020) – [Selden Market](#), located at 208 E. Main Street in Downtown Norfolk, is pleased to announce that its newest tenant, [Sugar & Grace](#), will open to the public on June 5. The shop will initially be open Fridays and Saturdays from noon to 5 pm during Virginia's Phase 1 reopening.

The specialty shop, owned by Erica Parham, offers soy candles, room sprays, wax melts and candle accessories such as wax warmers, wick trimmers and more. In addition to her signature line, Parham has curated a selection of home goods, bath and body care items from around the world.

Customers can also create non-toxic, luxury candles at the DIY Candle Bar and choose their favorite fragrances, container and even a custom label. These hand-poured candles are made with soy wax, wooden wicks and natural scents free of phthalates. Parham is also planning workshops and classes for candle enthusiasts.

"Selden Market has a family feel," said Parham. "Shop owners and people passing through are so excited to learn about your business. I initially came to Selden Market to do pop-ups, not knowing that one day I would become a shop owner. I want to roll out a special line of candles dedicated to Norfolk that really speak to the locals and will be something fun for tourists as well."

"Erica has been a part of the Selden family for the last year as one of our favorite pop-up vendors," said Careyann Weinberg, Selden Market retail director. "It's our pleasure to welcome her, her lovely smelling products and her style to the market full time. Sugar & Grace's DIY candle bar and workshops bring something a little different to Selden by offering a more interactive and personal shopping experience."

For details about the grand opening and other special events, visit <https://www.facebook.com/sugarandgraceco/> or <https://www.instagram.com/sugarandgrace.co/>.

During Covid-19, Selden Market storefronts are operating on flexible hours during Virginia's Phase 1 reopening. Get the most up-to-date info on shop hours and operations on [Selden Market's Facebook](#) page and at www.seldenmarket.com. Additional hours will be added during Phase 2. New signage and increased sanitation measures have also been implemented for the reopening.

Selden Market, recently named a Best Shopping Center (Southside) by *Coastal Virginia Magazine's* Readers Choice Awards, features 11 storefront tenants in addition to daily, weekly and monthly pop-up businesses. More information can also be found by visiting the Selden Market [website](#).

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.

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