

The Virginian-Pilot

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Vintage menswear, growlers and pet treats: More small retailers fill Norfolk's Selden Market

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Norfolk Growler Co.

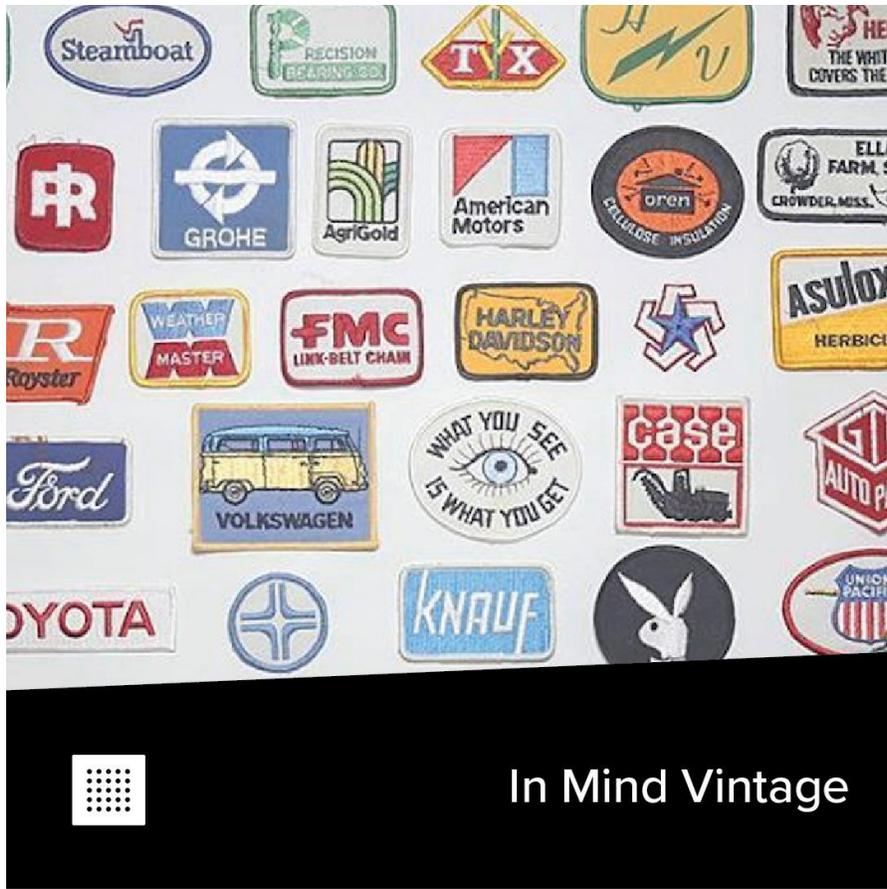
Courtesy of Downtown Norfolk Council

Norfolk Growler Company, one of the 18 pop-up businesses that will participate in the Selden Market retail incubator this fall.



Twittering Bird

Courtesy of Downtown Norfolk Council
Twittering Bird is one of 18 pop-up businesses that will participate in the Selden Market retail incubator this fall.



In Mind Vintage

Courtesy of Downtown Norfolk Council
 In Mind Vintage is one of 18 pop-up businesses that will participate in the Selden Market retail incubator this fall.



A rendering shows an example of the new food stalls planned for the Selden Arcade in downtown Norfolk.

NORFOLK

The shops in downtown's Selden Market retail incubator will get a boost from 18 more pop-up businesses when it opens next month.

The booths include growers, gourmet pet treats, vintage menswear, jewelry and pastries.

The incubator, located in the Selden Arcade between The Main hotel-conference center and Slover Library, is a [Downtown Norfolk Council project](#) opening Oct. 4. The nonprofit business group already has [announced a dozen storefronts](#), which include sellers of doughnuts, soap, jewelry, tea, coffee and leather goods, among other products.

The pop-ups are a mix of short-term renters. At least seven will fill out the market each week. Their booths, small spaces for testing new products or services, cost \$100 per week or \$300 per month. Organizers say they'll continue to accept applications this fall at www.seldenmarket.com.

The pop-ups are [ADHD Driven](#), [Art Crush](#), [Color Fleur](#), [Crumbsnatcher Cafe](#), [Davenport Designs](#), [For All Handkind](#), [In Her Nature](#), [In Mind Vintage](#), [Maple & Belmont](#), [Norfolk Growler Co.](#), [Say Possible Socks](#), [Spotted Fig Pastries](#), [Steez Premium](#), [Studio 336](#), [Studio Posy](#), [Twittering Bird](#), [Unbaked](#) and [Waffletina](#).

Not all of the businesses will operate at the same time. Organizers will post the rotations on the market's [Facebook page](#) every Monday. The Selden Arcade is at 208 E. Main St. and will operate 11 a.m. to 8 p.m. Mondays through Saturdays, and 11 a.m. to 5 p.m. Sundays.

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