

# The Virginian-Pilot

PilotOnline.com

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

By Elisha Sauers

The Virginian-Pilot

Sep 15, 2017 Updated Sep 15, 2017



Norfolk Growler Co.

Courtesy of Downtown Norfolk Council

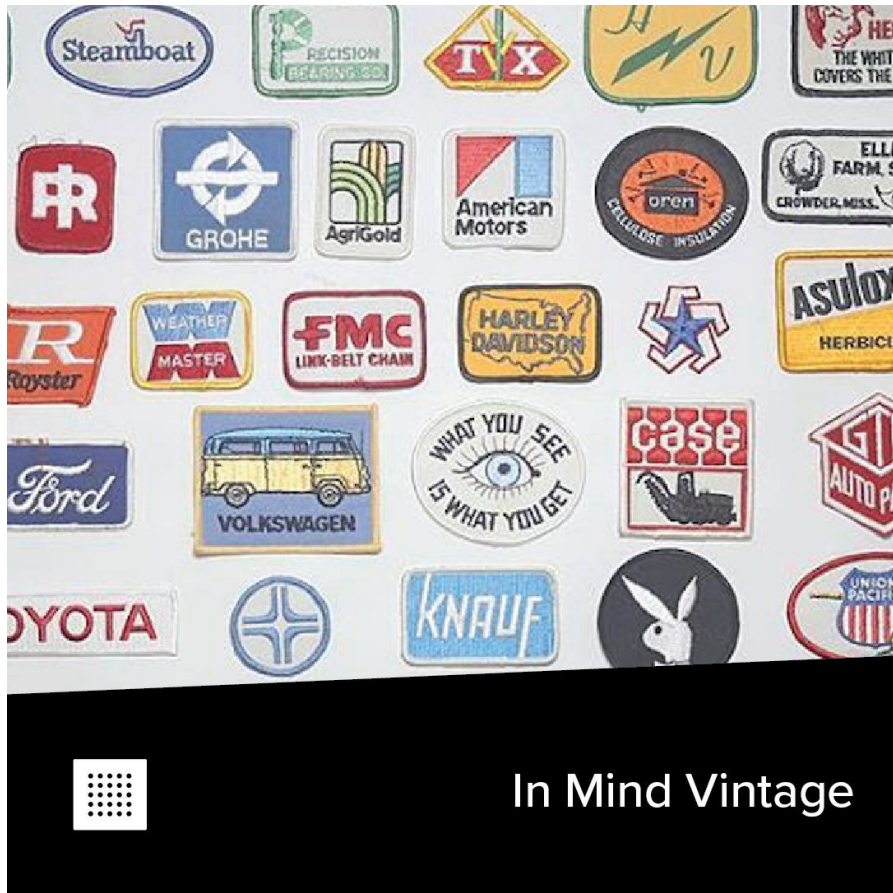
Norfolk Growler Company, one of the 18 pop-up businesses that will participate in the Selden Market retail incubator this fall.



## Twittering Bird

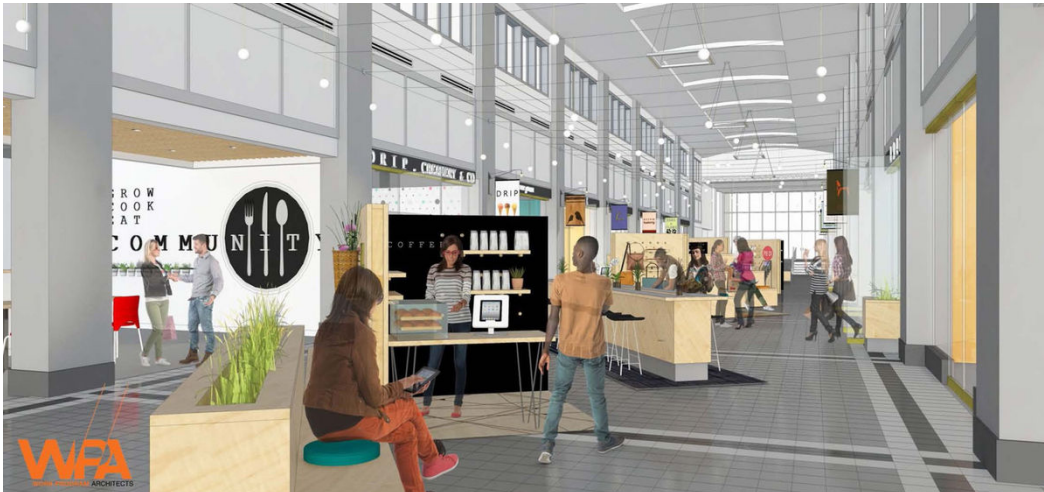
Courtesy of Downtown Norfolk Council  
Twittering Bird is one of 18 pop-up businesses that will participate in the Selden Market retail incubator this fall.





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](http://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.

Elisha Sauers, 757-222-3864, [elisha.sauers@pilotonline.com](mailto:elisha.sauers@pilotonline.com) Follow her at [Twitter.com/elishasauers](https://twitter.com/elishasauers) and [Facebook.com/elishasauersreporter](https://facebook.com/elishasauersreporter).