



SELDEN MARKET

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Expansion, New Retailer and Holiday Events Are In Store At Selden Market

NORFOLK, Va. – (November 2020) – [Selden Market](#), located at 208 E. Main Street in Downtown Norfolk, has news to share about an expansion, a new retailer and fun holiday events this season.

[Sugar & Grace Co.](#) that opened this summer will expand to a larger storefront in Selden Market. The expansion allows owner Erica Parham to add home goods, live plants, fresh cut flowers and even more workshops. The DIY bar will also be expanded beyond make-your-own candles to feature plants and flowers arrangements. The expanded shop opens Nov. 13 at 10 am. It will stay open late until 7:30 pm with special prices on hand selected and poured candles, giveaways and swag bags.

“My business has grown so much since opening at Selden Market,” said Parham. “I’ve built a strong customer base locally. Now customers will be able to combine their love for plants and candles under one roof. The new shop has a larger workshop area, and the home goods section will include handmade pillows, throws and a selection of hand-painted pottery.”

Luxury lingerie boutique, [Petit à Petit](#) (*little by little* in French) will open in Selden Market for the holiday season. The company, described as *The Ultimate Experience in Intimate Apparel for Women and Men*, carries styles for bridal, lingerie, hosiery, lounge and sleepwear, maternity, post-surgery solutions and even undergarments for men. The full-service boutique offers bra fitting appointments, virtual shopping, fashion events, gift registry, studio services, curbside pickup and concierge services.

“The historical richness and the heart of Norfolk is what drove me to Selden Market,” said founder Nicole Dortch. “With over 20+ years in the fashion industry, I find communities like Selden Market to be the best place for startup retail space. Their forward-thinking perspective to assist small business owners, like myself, is fantastic, and I am proud to be a part of their history and journey.”

Selden Market Holiday Shop & Events

Opening on Small Business Saturday, Nov. 28, Selden Market will feature a pop-up Holiday Shop curated by the Selden Market team. The shop will feature some favorite brands and products from Virginia-based designers and makers. The shop will be open through Christmas Eve.

Selden Market enters its 4th holiday season packed full of the best small, local shopping in the area. Enjoy strolling carolers, holiday photo-op area, a full train exhibit, 100+ rotating shops and events every weekend. Guests can sample festive food and beverages from one of the

several vendors and shops such as Vessel Craft Coffee, local favorite S'mores Amore or The Stockpot Norfolk.

Nov. 21, 10 am-7:30 pm - **Grand Illumination** and holiday kickoff with **The Great Hot Cocoa Wars** - music, trains, shopping and all the hot cocoa your heart could desire

Nov. 28, 10 am-5 pm - **Small Business Saturday** - As an Amex Small Business Saturday Neighborhood Champion, support the area's best small businesses and grab free swag, deals and festive fun

Dec. 6, 11 am-5 pm - **757 Plant Swap** in partnership with 757 VA Houseplants Buy Sell Trade - Shop and swap gorgeous houseplants and plant related items

Dec. 13, 11 am-5 pm - **Vintage Sunday Holiday Market** - Back for everyone's favorite vintage quarterly market

Dec. 19, 10 am-5 pm - **Black Matters: Holiday Market** - Support small, black owned businesses and give back to the community

All Selden shops are open for the holidays on Fridays and Saturdays from 10 am to 5 pm and on Sundays from 11 am-5 pm. Many shops also hold extended hours throughout the week. Find detailed information on shop hours by following Selden's social media accounts or DowntownNorfolk.org. Weekly pop-ups and events will be announced each week via Selden's [Facebook](#) page and [Instagram](#) stories.

Selden Market is practicing increased distancing, limited capacity, alternative shopping methods, face mask requirements and more to ensure the safety of all guests, tenants and their employees.

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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