



SELDEN MARKET



For Immediate Release

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THREE NEW SMALL BUSINESSES SET TO OPEN IN DOWNTOWN NORFOLK'S SELDEN MARKET
The area's first focacceria, a vegan favorite and a vibrant boutique join the retail incubator line-up

NORFOLK, Va. - (September 2023) - [Selden Market](#) and [Downtown Norfolk Council](#) are excited to announce three new tenants, set to open this fall. Selden Market, an award-winning retail incubator from the Downtown Norfolk Council, is a unique opportunity that allows business owners to test ideas and concepts with low rent and low-risk options and has become a model for cities throughout the United States. It features an eclectic mix of high quality, small businesses with a majority of women- and minority-owned shops.

The three new tenants opening this fall include one incubator storefront and two, more established mentor businesses:

- [Amale Tre Focacceria](#) - The area's first focacceria featuring fresh baked focaccia sandwiches, Italian meats, cheeses, desserts and imported foods with a variety of take-and-bake meals, fresh pastas and homemade sauces.
- [CLTRE. Vgn Jnt](#) - The second location for a local's favorite, serving breakfast and lunch to the vegan-curious and plant-forward.
- [LNK](#) - An immersive shopping experience with hands-on workshops, vibrant design and carefully curated one-of-a-kind finds including vintage goods, permanent jewelry and stylish gifts.

All three new businesses will celebrate a grand opening on Friday, November 3, 2023 with giveaways, live music, and more. Follow the [Selden Market Instagram](#) account for more details in the coming weeks.

CLTRE owner Luvenia Hankins, who has operated a brick and mortar establishment in Virginia Beach since 2018, is excited to open her second location in Downtown Norfolk. "Norfolk is a growing market for an urban-minded business like ours. We appreciate the hustle and bustle of the city, but love how unique each day can be when you explore and find new things and places to experience."

In addition to a wide variety of plant based food and drink, CLTRE is known for their active community involvement which they plan to bring to their Selden location through events, Pay-What-You-Can menu days, community healing experiences, and collaborations with other businesses and prominent changemakers in the community.

Lissette Rodriguez and Keo-Oudone Dindavong own LNK, a collaboration between two previous Selden Market businesses, Loud Accessories and KoR Vintage. This friendship-turned-business-partnership "links" two lively and wickedly stylish Selden alumni together. "We love it here," exclaims Lissette and Keo about their return to Selden Market. With their prior experience, LNK will become mentors to help guide incubator businesses within the market.

Amale Tre Focacceria may be a first of its kind for Virginia. Husband and wife co-owners, Gabriele and Nicole Pianezze, are well known in the area for their popular food truck (La Cucina di Sophia) & retail

pop-ups (La Cucina di Milania). “Norfolk hasn’t tasted anything like this. You’ll be able to stop in and grab deli meats and cheeses, imported Italian goods, our own homemade mozzarella cheese, pastas and sauces. Our Italian deli and Focacceria is going to be a must-see destination for those visiting, working and living Downtown,” says Nicole.

Gabriele adds, “We chose Downtown Norfolk as a home for our brick-and-mortar because 29 years ago when I landed in NYC from Italy, I quickly made my way to Norfolk, Va to visit friends and knew in my heart that Norfolk was home. I planned to return to Italy, but Norfolk had different plans for me. I’ve owned several restaurants in the area and Downtown Norfolk has always had my heart. Something about the energy and the people in Norfolk have made it feel like home from the very 1st day.”

“As Selden Market heads into our seventh year of operation, we are delighted to welcome another fabulous cohort of talented entrepreneurs. We’ve watched so many businesses sprout and mature, built long term relationships, and appreciate how our program allows businesses to take risks and learn how to adapt their models for future success,” said Director of Selden Market, Careyann Weinberg. “We have had the honor of watching so many Selden Market businesses become staples in the regional business scene and we aim to continue to find ways to be the most supportive and inclusive community for small businesses.”

Since opening in 2017, Selden Market has worked with over 700 pop-up businesses and has opened 33 storefront businesses, with 30 of those business owners still in operation, including Doughminion Donuts (now The Pink Dinghy, Virginia Beach Oceanfront), Pure Lagos (multiple Norfolk locations), Vessel Craft Coffee (Chelsea, Norfolk), and Thank You Gallery (Virginia Beach Oceanfront).

Selden Market businesses are open Mon., Wed., Thurs., Sun., 11am-5pm, Fri. & Sat. 11am-6pm. Some stores hold additional hours during the week. Stay up to date on Selden events, announcements and more on their [Instagram](#).

Selden Market is currently seeking funding for a 2024 renovation and expansion within the historic Selden Arcade. [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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