



SELDEN MARKET

For Immediate Release

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NORFOLK CANDLE BURNS BRIGHT IN SELDEN MARKET *Longtime Pop-Up Becomes Newest Storefront in Selden Market*

NORFOLK, Va. - (June 2024) - [Selden Market](#) and [Downtown Norfolk Council](#) welcome [Norfolk Candle](#) as the newest storefront business to open in Downtown's retail incubator.

After a successful fashion career in New York City, Brandon Brinkley, owner and founder of Norfolk Candle, returned to his home in Norfolk creating candles from home and selling them at local pop-ups and markets, including the Ghent Farmers Market, where they have become a season regular. Brinkley is also no stranger to Selden Market, having participated as a pop-up during many Selden events and debuting his candles at former storefront, Velvet Witch.

"We are thrilled to see one of our favorite regular pop-ups take the next step in its Selden tenure as an incubator storefront," said Careyann Weinberg, Director of Economic Vitality for Downtown Norfolk Council. "We look forward to continuing to be a part of the business' growth and can't wait to see what Brandon has in store for us next."

Norfolk Candle will carry hand-poured soy candles in a variety of unique glasses and jars, as well as a wide array of thoughtfully curated items great for gift giving. The store supports many LGBTQ+ artists and prides itself on being both eco-friendly and inclusive.

"I chose Norfolk to open my brick & mortar location because I love our city and its diverse population and want to help celebrate that," says Brinkley. "I am looking forward to opening a storefront in Selden Market because it's a dynamic space that is constantly supporting local makers, artists, and small businesses."

Norfolk Candle will open its doors to the public beginning the first week of July. They will celebrate their grand opening and ribbon cutting on Friday, July 19 at 11am.

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. 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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