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FOR IMMEDIATE RELEASE

Chameleon Consortium launches pop-up retail space throughout April in Gaviidae Common

MINNEAPOLIS (April 2, 2019) — The mpls downtown council announced today the launch of Chameleon Shoppes, a Chameleon Consortium pop-up retail initiative based out of *Intersections: The Downtown 2025 Plan*. Chameleon Consortium’s work focuses on the experiential and economic vitality of downtown Minneapolis. Its purpose is to create vibrant downtown experiences by transforming empty retail spaces into equity opportunities for minority- and women-owned businesses.

Chameleon Shoppes provides unique, interesting and dynamic shopping experiences for downtown workers, residents and visitors, including food, snacks, sauces, candles, soaps, art, woodworking, jewelry, apparel, pet accessories, spices and more.

Chameleon Shoppes launched April 1 on the ground and skyway levels of Gaviidae Common (651 Nicollet) and runs Wednesdays, Thursdays and Fridays from 10 am-2 pm through April 26 with special hours and times on April 1-8:

- **April 1-5:** 10 am-2 pm
- **April 6-7:** 12 pm-4 pm
- **April 8:** 10 am-2 pm
- **April 10-12:** 10 am-2 pm
- **April 17-19:** 10 am-2 pm
- **April 24-26:** 10 am-2 pm



“The mpls downtown council is focused on and committed to enhancing our retail scene along Nicollet from 5th to 10th streets,” said Steve Cramer, president & ceo of the mpls downtown council. “With our growing residential population and dynamic downtown workforce, we are focused on not only enhancing retail in our city’s core but also offering pathways for local business to gain exposure and thrive.”

Chameleon Consortium relied on several organizations throughout this initiative: Neka Creative (anchor brand partner), Impact Hub MSP (administrative partner) and Shop Northside, a program of the West Broadway Business & Area Coalition, to help bring local, dynamic retail to the downtown core.

“Chameleon Shoppes is about incubating small business and offering a chance for local makers to gain new exposure,” said Dan Collison, director of downtown partnerships at the mpls downtown council. “Our mission is to revitalize downtown space with incredible offerings while helping these local businesses thrive.”

A collection of retailers taking part in April's pop-up at Gaviidae Common include:

Adorn By Kella	Healthy Helpful Insight	Sebesta Apothecary
Ancient Indian Spices	Hip-Pop	Siena Soap Company
Angela Davis Art	Hippy Feet	Tashonda (Makeup)
Black Excellence	Homegrown Company	The Black Threadist
Body Love Products	Honey's	The Cat Lab
Bowtie Billionaire	House of Talents	ThisFem
Cald2Art	Junita's Jar	Tiangy
Charles Caldwell	Just Hair USA	Tina Dionne Jewelry
Christstyle's Closet	L.I.F.E	Triple Crown MPLS
Coffee and Crumbs	Lady Staxx Acessories	Twiggy Fresh
Cuddle Mutt	MEND	Up Your Image
Dancing Bear	Nature's Syrup	Vintage Poole Boy
Excelsior Candle	Northern Thread	We Wanna Rock
Femelle Spirit	PERK	West Indies Soul Food
Hagen and Oats	Reparation Apparel	Wonderous Crane
Hair Love	Salty Tart	

Chameleon Shoppes will hold a media event on **April 11 at 12 pm** to highlight the retailers and showcase the activated space.

To learn more about Chameleon Shoppes, including location, activities and more, visit www.chameleonshoppes.com.

For more information, follow @mplsdowntown on [Facebook](#), [Twitter](#) and [Instagram](#) using the hashtags #mplsdowntown and #mymplsdt.

About the mpls downtown council:

Founded in 1955, and one of the most historic central business associations in the nation, the mpls downtown council (mdc) is a membership-based entity that works to create an extraordinary downtown. The mdc's collaborative developments of *Intersections: The Downtown 2025 Plan* was designed to help downtown businesses, community leaders and citizens build on downtown assets and implement future goals. For more information, please visit mplsdowntown.com.

About Chameleon Consortium:

The Chameleon Consortium is a private-public group dedicated to the experiential and economic vitality of downtown Minneapolis. Its purpose is to create vibrant downtown experiences by transforming empty retail spaces into equity opportunities for minority- and women-owned businesses. Chameleon Shoppes is a pop-up retail initiative on the ground and skyway levels of Gaviidae Common in downtown Minneapolis that will feature 50 retailers beginning April 1 and running Wednesdays, Thursdays and Fridays from 10 am-2 pm through April 26. For more information, visit www.chameleonshoppes.com.

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