



**For Immediate Release**

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**DERBY SHOPPING OPTIONS ABOUND ON SOUTH FOURTH STREET**

*Pop-up shops join popular retailers*

**LOUISVILLE, KY (April 27, 2018)** – Derby visitors and locals will be treated to a wide array of shopping choices on South Fourth Street this year during the week leading up to the big race. In addition to South Fourth Street Louisville favorites like Craft(s) Gallery & Mercantile, Regalo, Block Party Handmade Boutique, The Mysterious Rack: Hats & Apparel, Avenue E, Cellar Door Chocolates and Art Eatables, some new pop-up shopping options will be open Derby Week. The Fashion Impact Boutique by Handbags U Like has moved into the 554 South Fourth Street space, and the Made Market Handmade Pop-Up Shop, which includes 12 makers, has taken over the Chestnut Centre at the Corner of South Fourth and Chestnut Streets across from the Hilton Garden Inn.

The Derby Made Market Handmade Pop-Up Shop is a collaborative effort between the Louisville Downtown Partnership (LDP) and Made Market. “We wanted to activate underutilized commercial spaces in the Downtown, particularly during the busy Derby season,” said Rebecca Matheny, Executive Director of LDP. Made Market features local vendors who produce unique, handmade items. While browsing through the Chestnut Center, shoppers will also be able to enjoy drinks by Monnik Brewery and Quills Coffee.

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Louisville's reinvigorated South Fourth Street continues to draw visitors and locals alike as the splendor of yesteryear is replaced with new, popular shops. South Fourth Street is also home to the Hilton Garden Inn, 8-Up Restaurant and Lounge, Sicilian Pizza, The Mercury Ballroom, Palace Theater, Safier Mediterranean Deli, Encore on Fourth, Theater Square Marketplace, and the newly reopened Bluegrass Brewing Company.

In other Downtown pop-up news, The Frazier History Museum and its critically acclaimed exhibition, Mona Bismarck: Kentucky Style Icon is partnering with Storyteller Studio to present a pop-up shopping opportunity for guests of the museum during Kentucky Derby week. Storyteller Studio offers luxury textiles designed, developed and produced in house at its Louisville, KY based studio. Wiltshire Pantry Bakery and Café will also have a brand new mobile unit in front of the museum beginning on Sunday and continuing through Thursday.

LDP drives economic growth in Downtown and adjacent central-city neighborhoods for the benefit of the entire region, as well as oversees multiple on-street enhancements that help establish Downtown Louisville's distinctive character and widespread appeal. LDP believes the economic engine of any great city starts with a strong Downtown. For more information, go to:

[www.louisvilledowntown.org](http://www.louisvilledowntown.org). LDP can be contacted at 556 S. Fourth Street; Louisville, KY 40202; (502)584-6000.