



November 29, 2018

Downtown Wilkes-Barre

Holiday
Pop-up Shop

TIMES LEADER MEDIA GROUP

2018 LEGACY BUSINESS OF THE YEAR

DOWNTOWN WILKES-BARRE

Holiday Pop-up Shop

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About the Pop-Up Shops

- The Midtown Village, 41 S. Main St., Wilkes-Barre, is again serving as home for the Holiday Pop-Up Shops, sponsored by the PPL Foundation through a \$5,000 grant.

- The Pop-Up Shops are supported by the Diamond City Partnership, the Greater Wilkes-Barre Chamber of Commerce, the F.M. Kirby Center for the Performing Arts, the Downtown Wilkes-Barre Business Association and the City of Wilkes-Barre.

- They will run for five weekends until the weekend before Christmas. Themed weekends are planned, including: decor and seasonal, sparkles and spirits, Christmas Candyland and 'Twas the Weekend Before Christmas.

Find trendy dog gear at The Bearded Ladies & Co.

By Bill O'Boyle

boboyle@timesleader.com

WILKES-BARRE — Danielle Mimms, owner of The Bearded Ladies & Co., said the Greater Wilkes-Barre Chamber of Commerce Holiday Pop-Up Shops program provides her a steady location for the holidays.

The Bearded Ladies & Co., is a pet accessory company, inspired by Mimms' miniature Schnauzer and a Kerry Blue Terrier, that specializes in trendy dog gear.

The Bearded Ladies is one of 11 local small businesses participating in the Downtown Wilkes-Barre Holiday Pop-Up Shops program at Midtown Village, 41 South Main St., for the holidays.

"I started out making dog collars and a few other products," Mimms said. "Now I have an entire accessory realm, including dog bandanas."



Sean McKeag | For Times Leader

Danielle Mimms, owner of The Bearded Ladies & Co.

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Trendy Pet Products

10% off \$15

Valid only at Holiday Pop-Up, Midtown Village
Offer expires 12/23/18

Missed us at Midtown? Find us online
@ BeardedLadiesCo.com
or @ Three Dog Bakery, Kingston

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WILKES-BARRE HOLIDAY POP-UP SHOP

November 24th thru December 23rd
Fridays, Saturdays & Sundays
Midtown Village 41 S. Main Street Wilkes-Barre, PA
Bring in this ad and receive 10% off any purchase

DOG GEAR from 3

Many of Mimms' products can be found at Three Dog Bakery, Wyoming Avenue, Kingston.

But the Pop-Up Shops program, Mimms said, is a great way for her to get the word out about her business and her products.

"And we have more time this year leading up to the holidays," extended time this year — a good five weeks

Mimms said she will run a few new promotions at her Pop-Up Shop. She said she can be contacted by email at: thebeardedladiesandco@gmail.com, or check out her Facebook page.

And Mimms is an inventor — she has a patent-pending for her invention — The Transfurable Traveler — a carrying case for your collapsed dog crate.

Mimms also makes reversible dog bandanas, tote bags for dog supplies, crate mats, custom collars and collar bows.

Mimms started her business in 2016,

and for the second year, she is part of the Downtown Wilkes-Barre Holiday Pop-Up Shops program — one of 11 local small businesses participating in the program. The pop-ups are located at Midtown Village, 41 South Main St., for the holidays.

Mimms has taken her wares to events like the Purina National Dog Show in Philadelphia, and the Royal Canin Dog Show.

Locally, her products can be found at Three Dog Bakery in Kingston where bandanas and tote bags are sold; Big Ten Subs, Lehman Township sells her bandanas and tote bags as well, and The Country Cork, Dallas wine shop (bandanas).

Mimms said The Transfurable Traveler can also be used as a mat for the crate — the handle and strap remove to give you a dog leash, she said.

"Everything is functional," Mimms said.

Mimms is trying to make her mark in the pet industry, which she said is a

\$60 billion dollar industry.

The Holiday Pop-Up Shop program is an opportunity for her to gain exposure for her business, she said.

"It's a great opportunity for my business to get some exposure in downtown Wilkes-Barre," Mimms said. "And it will provide a steady location during the holiday season."

Mimms operates her business out of her home.

She said she hopes to cultivate new customers at the downtown location, who will pass the word along about her products.

"Mimms grew up in the Back Mountain, graduating from Lake-Lehman High School. She graduated from Lycoming College with a degree in psychology/sociology and earned her Master's Degree in education at Wilkes University.

Reach Bill O'Boyle at 570-991-6118 or on Twitter @TLBillOBoyle.

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PHOTOGRAPHY

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Pop-Up Shops give greater exposure for stores like 'buka'

By Bill O'Boyle
boboyle@timesleader.com

WILKES-BARRE — Joanna Gover, owner of "buka" — a contemporary women's clothing shop in Shavertown — said the "Pop Up Shop" phenomenon has become an important part of her business and continues to help get new exposure and customers from the surrounding communities.

buka is one of 11 local small businesses participating in the Downtown Wilkes-Barre Holiday Pop-Up Shops program at Midtown Village, 41 South Main St., for the holidays.

Gover said she is very excited to participate in the Holiday Pop Up Shops again this year.



Sean McKeag | For Times Leader

Bettyjo Povilaitis, sales associate and events planner for Buka clothing, in the Small Business Saturday Pop-up shops in Wilkes-Barre.

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"It is great to see so much happening down-

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BUKA from 5

town over the last few years, with new development plans, restaurants and shops, and more,” Gover said. “At buka, we carry a variety of items ranging in price from \$28 to much higher end cashmere/baby alpaca sweaters we consider investment pieces. We have also been known for our premium denim brands such as MOTHER Denim, AG Jeans, Citizens of Humanity, 7 for All Mankind, and more.”

Gover said buka has been open in Shavertown for almost 14 years, and she has been in retail for nearly 25 years.

“At this point, I am not sure what else I would do,” Gover said. “Retail has changed so much over that last five to ten years, it is important to always adapt and evolve with the ever-changing landscape of retail. It also helps us turn our merchandise quicker, therefore allowing us to bring

in new merchandise more often for our regular clients.”

Gover said Bettyjo Povilaitis is buka’s event manager and has been in charge of planning their Pop Up events outside of the shop.

“I have always had fond memories of taking the bus to Wilkes Barre as a child and hitting all the fabulous shops on South Main Street with my mom,” Gover said. “We really hope that these Pop Up Shops help draw more people and businesses downtown as Wilkes Barre continues to revitalize the city. This city has so many beautiful historic buildings and potential to thrive. It feels like more is happening every year and we would love to see more events similar to this through the year.”

Gover said she believes customer service sets her business apart.

“We know a lot of our customers and we build relationships with them,” she said. “I text people when special items come in, certain brands they

like.”

Gover said buka always wants to deliver the perfect fit,” Gover said.

“Our stores and online boutique offer trendy fashion apparel for sizes 10 to 30 that is meticulously designed to fit perfectly and look fabulous,” she said.

Gover said participating in the Pop-Up Shop program offers a great opportunity for the store to get some more exposure and new clientele.

“I think the program will bring a lot of life into downtown Wilkes-Barre for the holidays,” Gover said. “It was an opportunity that I didn’t want to turn down.”

Gover said she recalls the days of downtown stores like Benetton, The Kiddie Shoppe, Clothes Horse and Blum Brothers.

“And I can see a lot of good things going on in the downtown now,” she said.

Reach Bill O’Boyle at 570-991-6118 or on Twitter @TLBillOBoyle.



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Pop-Up Shops provide personal touch for 3girlsoils

By Bill O'Boyle
boboyle@timesleader.com

WILKES-BARRE — Denise Ogurkis said last year's Downtown Wilkes-Barre Holiday Pop-Up Shop experience did a lot to help get the word out about her business — 3girlsoils.

That's why Ogurkis is back in 2018 and, in fact, she has become one of the event's most outspoken advocates.

"The Pop-Up Shop is the best way to have a one-on-one conversation with clients to explain my products," Ogurkis said. "It's a perfect personal touch. Being able to meet clients face-to-face is the best way to explain how my products can help them."

Ogurkis explained that if a person wishes to have more energy, or a little extra pep, or wishes to smooth the appearance of their skin, or be able to unwind more easily after a long day, she has the products for you.

On her website, Ogurkis says this: "Perhaps you're imagining a more abundant life with richer, more intense experiences. Maybe all of the above. Picture yourself in the future with your life transformed as if your goal has already been achieved. Really, pause and take a moment, close your eyes, and imagine that future as if it has already happened. How does that feel?"

Ogurkis is one of 11 local small businesses participating in the Downtown Wilkes-Barre Holiday Pop-Up Shops program at Midtown Village, 41 South Main St., for the holidays.

Ogurkis said she will be offering some new products and customers can get 10 percent off with a newspaper ad. She said she has new accessories, new oils and new diffusers.

Ogurkis explained that essential oils have enriched lives since ancient times, with a range of benefits from culinary, cosmetic and dietary purposes



Sean McKeag | For Times Leader

Denise Ogurkis, right, owner of 3girlsoils, stands with associate Tammy Penxa in the Holiday Pop-up shops in Wilkes-Barre.

es to religious and spiritual use.

Ogurkis said the best essential oils are sourced from plants, trees, flowers and more through meticulous steam distillation, cold pressing and resin extraction. The oils are potent, robust and pure, she said.

The name 3girlsoils refers to Ogurkis and her two daughters.

Last year, Ogurkis said participating in the Pop-Up Shops enhanced her business, giving her great exposure.

"This is a great way to let the community come in and see small businesses and what they offer," she said.

Ogurkis said she will host classes at different venues — her home, other people's homes, businesses and vendor events — to educate people about the oils. She said she "tiptoed" into the business in June 2016 and decided to enter it "full blown" last year. She said the oils can be used topically, diffused in a diffuser, or by ingestion by drinking them with water, tea, honey or through supplements.

At her Pop-Up Shop display, Ogurkis said she has diffusing jewelry, oily goodies/products, lavender linen and pillow spray, bath salts, hand sanitizers, shampoos/conditioners and body soaps.

She said she wanted to participate in the Holiday Pop-Up Shop program because she wants to be a part of the movement to make Wilkes-Barre looked upon as the shopping place to be.

"There are two colleges downtown, many businesses with employees — the downtown should be the place to go for shopping," Ogurkis said. "When I was young, I would come downtown with my mom. As I see it, downtown should be a place with great shops, great eateries, in a safe environment. I wanted to get down there to show people it is safe and to promote Wilkes-Barre."

Reach Bill O'Boyle at
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Twitter @TLBillOBoyle.



DOWNTOWN WILKES-BARRE



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2018 LEGACY BUSINESS OF THE YEAR

Holiday Pop-up Shop

NOW OPEN • FRIDAYS, SATURDAYS & SUNDAYS
MIDTOWN VILLAGE 41S. MAIN STREET, WILKES-BARRE, PA

Week 2: Deck Your Halls Theme - Decor and Seasonal

Friday, November 30: 10:00 am - 6:00 pm
Saturday, December 1: 10:00 am - 6:00 pm
Sunday, December 2: 12:00 pm - 4 pm

Week 3: Sparkles & Spirits

Friday, December 7: 10:00 am - 6:00 pm
Saturday, December 8: 10:00 am - 6:00 pm
Sunday, December 9: 12:00 pm - 4 pm

Week 4: Christmas Candyland

Friday, December 14: 10:00 am - 6:00 pm
Saturday, December 15: 10:00 am - 6:00 pm
Sunday, December 16: 12:00 pm - 4 pm

Week 5: 'Twas the Weekend Before Christmas

Friday, December 21: 10:00 am - 6:00 pm
Saturday, December 22: 10:00 am - 6:00 pm
Sunday, December 23: 12:00 pm - 4 pm

New Vendors & Events Each Week!

Please visit our website for more details: www.downtownwilkes-barre.org

