



City of Gloucester Collaborates with Action Inc. to Extend Ukrainian-Owned Pop-Up Shop

Business will expand and offer space to other Ukrainian artists

FOR IMMEDIATE RELEASE

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GLOUCESTER, Mass. – Mayor Greg Verga and city partners are excited to announce that a Project: Pop-Up business will be able to continue in the retail space into 2023.

Detali is a sustainable fashion and upcycled design business owned by Natalia Douglass. The business opened in the retail space at 206 Main St., Gloucester in October as part of the short-term lease program that was expected to end at the end of December 2022.

After a successful holiday season, Detali wants to continue to partner with the City to continue operating in the prime storefront.

"We are so fortunate to have such generous partners and community donors to support this innovative program - I want to thank Brace Cove Foundation and Action Inc. for allowing us to continue this season of Project: Pop-Up in Gloucester," said Mayor Greg Verga. "I am so glad that Detali is looking to utilize the full space and expand their offerings, it is amazing to see Natalia taking advantage of this opportunity."

Natalia Douglass said, "We are now able to expand and grow our mission for sustainable design creating more unique upcycled fashion and reconstructive design."

She plans to open the space to highlight other artist and designers from Ukraine. There are also plans to host small events on the weekends.

She explained, "We will collaborate to share culture and support to give a voice to the people in Ukraine."

The extension highlights the success of Project Pop-Up Gloucester, which allows time for entrepreneurs to test their business models in the city without the commitment of signing a lease or buying a property.

The entrepreneurs are also given resources to help seed their success through funding in part from the Massachusetts Office of Business Development and the North Shore Alliance for Economic Development. The program continues to be a partnership between Action Inc., UpNext, the City of Gloucester, North Shore CDC and a recent grant from the Brace Cove Foundation.

The Brace Cove Foundation was established by Walter Herlihy and Nancy LeGendre in 2015 to support nonprofits across Cape Ann.

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[About The City of Gloucester, Massachusetts](#)

America's oldest seaport, the City of Gloucester, is known throughout the world as an authentic, working waterfront community, a place of spectacular natural beauty, and home to a diverse population of approximately 30,000 residents. Its sharp focus on economic development has helped build its reputation as the ideal location to live, work, and play. An important center for the fishing industry, Gloucester is also proud of its vibrant cultural life and rich art heritage. Gloucester is a destination for thousands of visitors who visit the harbor and its beaches during the summer months. The City will be celebrating its 400th Anniversary in 2023.

For more information, please visit: www.gloucester-ma.gov

[About Action Inc.](#)

For more than 55 years, Action Inc. has helped build more equitable and resilient Cape Ann communities by creating economic opportunities for all. We offer a broad range of supportive services, including: fuel assistance and energy efficiency programs, case management, housing assistance and homelessness prevention, job training and education, and affordable housing. We are responsive to our community's needs, developing new programs and services when new needs arise. As a Community Action Agency, taking on new initiatives and collaborating with local partners is part of the fabric of who we are.

[About UpNext](#)

UpNext facilitates matchmaking and creative collaborations between brands and spaces. We work across a wide range of innovative formats, from pop-ups and pop-ins to mobile retail and collectives. Whether you're a brand looking for meaningful ways to connect with consumers or a space holder wanting to utilize excess capacity, UpNext can help you bring your vision to life.