

# The Selkirk Record

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## New store in Selkirk creates yearlong market atmosphere

The Cozy Fox features local makers, hosts weekly outdoor market

By Kaitlin Vitt

A new store in Selkirk is offering a place for the community to connect, giving vendors somewhere to sell their goods and shoppers somewhere to support local.

Open since March and located at 637 B Morris Avenue (next to Hawg Town Car Wash), The Cozy Fox features creations by Manitoba artists, crafters, bakers and home-based businesses.

"We just want to make it an amazing place for everybody to come and feel comfortable," said Tracey Fierce, a co-owner of The Cozy Fox. "[Residents] don't have to come in and feel they have to buy something. We'd love to have people just be able to visit. If they're out and about and they have nowhere to go, it can be a place that they can come to and say hi."

Fierce opened The Cozy Fox with her son Eric Dufault as well as Kim Flaig, Pat and Ken Kovalic and Matt Fedorkiw. The co-owners met as vendors at markets in Manitoba.

"We knew what each other's products were and what we sold them for, so it was just nice to have that kind of community," Fierce said.

The group wanted to extend this feeling of community and friendship to other vendors, leading to the launch of The Cozy Fox.

"We ended up deciding that we wanted to open up a store and have a consistent place to be able to do our markets and to bring other vendors and crafters together in one place to kind of find somewhere where we can bring the community together," she said. "Markets do build community. People get to know each other, they come together, they make a lot of friends. Through markets, you can make really good relationships. It's a really tight community."

The Cozy Fox currently features around 70 vendors, including local makers who create jewelry, food and drink, natural products, direct sales goods and more.

"We try not to bring in the same types of vendors. We want to keep it unique so that there's something for everyone when they come in the store," she said. "We want vendors to feel that this is their space."

To ensure variety in the store, and to avoid doubling up on the same type of vendor, The Cozy Fox has a waiting list for vendors that sell certain products. Right now, there's a waiting list for clothing, pet care and candles.

"We want every vendor to come in

and feel special and feel that they're one of a kind in the store," Fierce said.

The Cozy Fox is open 10 a.m. to 5 p.m. on Wednesdays, Thursdays, Saturdays and Sundays and 10 a.m. to 7 p.m. on Fridays.

In addition to the storefront, the shop hosts a weekend market in the parking lots on Saturdays and Sundays from 10 a.m. to 3 p.m. The first market was in June and will continue until September 24.

Some of the vendors featured in the store also come out to the market, but there are other sellers as well. Fierce said everyone is welcome to sell their goods at the market. The table rental fee is \$15.

People can make an excursion out of the market — on Sundays, there will be a food truck or a barbecue, plus on most weekends there's a tarot card reader.

"We want to build something where everyone feels welcome and a place where people can go and hang out and visit and feel comfortable and kind of shine," Fierce said.

Once the summer market season is over, Fierce said the plan is for The Cozy Fox to host classes, workshops and special events. She also said they'd like to raise money for charities through the store as well. Right now, The Cozy Fox is collecting non-perishable food items that customers can drop off in-store or at the market.

She said those who have attended either the market or the store said they like the welcoming atmosphere.

"We wanted to build something that was a little bit rustic and cozy and inviting."

Since this is the first summer of the markets and the first few months of the store, Fierce said they haven't been as busy as she'd like yet. But The Cozy Fox will continue to focus on growing and getting the word out about it so they can support local makers.

"The more that [vendors] can get recognized and get their products out, and the more support we can give them, the better it is for everybody."

The Cozy Fox posts updates on Facebook and Instagram (@thecozyfoxltd) and on their website (thecozyfox.ca). Those interested in selling their products at The Cozy Fox can get in touch at 204-482-6476 or vendors.thecozyfox@gmail.com.

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RECORD PHOTO SUBMITTED BY TRACEY

Cozy Fox is located on Morris Ave in Selkirk and gives residents a place to many of their favourite small local businesses.

## Cozy Fox holds first Saturday Market



RECORD PHOTOS BY BILL NEWZMAN SMYTH

The Cozy Fox held its first Saturday Market this past weekend. The market will continue on Saturdays through until Sept. 24 on Easton Drive. Residents are welcome to come and reminded that they can give back by contributing a tin for the bin while they are there.