



**Changes Coming to Birkdale Village's Tiny Retail District**  
*Airlie Baby moving and expanding, two new businesses opening*

**Huntersville, N.C.** (September 10, 2024) – Less than two years ago, mother-daughter duo Robin Galloway and Samantha Stevens opened Airlie Baby in one of the 225-square-foot tiny retail shops at Birkdale Village. Now, the pair is preparing to expand the concept into a larger, more long-term storefront along Lindholm Drive after a highly successful incubation period. The original location will continue to operate as normal during the transition, and the new store is expected to open in October.

“We have been overwhelmed by all the community support we’ve received since opening Airlie Baby and are so thankful for our loyal shopper base,” said Galloway. “It’s been so cool watching families grow with us, and it’s really a dream come true to now be able to offer a bigger, more diverse selection of products that fit the evolving needs of our customers,” added Stevens.

Airlie Baby was born as a small section inside Galloway and Stevens’ first entrepreneurial venture, Airlie Square. The shop at Birkdale Village was the first standalone brick and mortar for the brand, which is relocating to a 1,460-square-foot space next to Bad Daddy’s Burger Bar. Its merchandise mix will include the same core brands customers have come to know and love, along with a few new popular labels. Clothing up to size 5T, toys, accessories, and more will be available for purchase, as well as high-end equipment such as strollers and car seats. Galloway and Stevens also eventually plan to host in-store community events like story time, mom meet-ups, and vendor demos.

The Tiny Retail District was created during the redevelopment of Birkdale Village and features four mid-century-designed, freestanding retail shops that serve as incubators for small, local business owners to test their concepts and perfect their operating models before committing to a permanent deal. This short-term pop-up program offers one- to three-year term options.

While Airlie Baby has outgrown its tiny retail shop, two new entrepreneurial brands are moving in alongside Morelia Gourmet Paletas: Mon Macaron and Poppy Hand-Crafted Popcorn.

**Mon Macaron** – Founded by North Carolina native Autumn Hicks, Mon Macaron began in 2019 as a hobby when Hicks started baking macarons for PTA meetings. She eventually monetized the sweet treats, renting a catering kitchen to keep up with demand. Fueled by a desire to create unforgettable customer experiences using high-quality ingredients, Hicks has since opened a production facility, allowing her to venture into consumer packaged



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goods, and three retail stores, with a fourth opening at Birkdale Village this fall. This will be the first location outside the Research Triangle, led by Hicks' cousin Shawn Harrison. Menu offerings include a variety of classic and distinctively flavored macarons like lavender, pistachio, matcha berry, and cherry chocolate truffle, with several purchasing options including singles, custom dozens, macaron towers, and wedding bookings.

**Poppy Hand-Crafted Popcorn** – Poppy was created out of founder and CEO Ginger Frank's genuine love for popcorn, combined with a passion to build a better future for herself and her family. Originally opened as a small retail store in Asheville, North Carolina, Frank was forced to close her shop's doors after five years due to the COVID-19 pandemic and shifted her focus to wholesale. Poppy has since blossomed into a national business that offers playful, one-of-a-kind popcorn flavors using all-natural, fresh ingredients and can be found online or in select retailers like Nordstrom, The Fresh Market, and Whole Foods Market. In addition, Frank has hosted numerous pop-up events and is thrilled to reintroduce the brand's whimsical in-person experience with the opening of three new retail locations this October, including one at Birkdale Village, just in time for its 10th anniversary.

"We love working with local entrepreneurs and connecting them with our community through the pop-up program. It's especially rewarding watching these small businesses flourish, and we're thrilled for Airlie Baby's next chapter," said Maureen Smith, Birkdale Village marketing manager. "At the same time, we can't wait for these new concepts to open and share their unique – and delicious – snacks with our guests."

To stay up to date on the latest happenings, follow Birkdale Village on [Facebook](#), [X](#), or [Instagram](#) or visit [birkdalevillage.com](http://birkdalevillage.com).

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### **About Birkdale Village**

Birkdale Village is more than just a place to visit, it's a place to belong. As a third place between the confines of work and the comforts of home, The Village is where people come to spend quality time in good company. Featuring over 60 local, regional, and national retailers and restaurants, a movie theater, 320 luxury apartments and 50,000 square feet of modern offices, the 52-acre mixed-use destination is the maker of moments for the community of Huntersville, North Carolina. Here, Willow Oak-lined streets and lively greenspaces play host to more than 100 events per year, cultivating a neighborly energy where connections begin and thrive. Birkdale Village is a true gathering place for making memories, celebrating moments, and bringing people together. For more information, visit [birkdalevillage.com](http://birkdalevillage.com)