



ENTREPRENEURS Christina O'Connor

Say 'Aloha' To This New Pop-up Market

As a real estate agent, Danielle Scherman often hears the same complaint from many of her local clients: It's difficult to furnish their homes.

Many places on the Mainland won't ship here, and there are only so many furniture stores based here. But over the years, Scherman has discovered a variety of local furniture makers — they've just been flying a little under the radar.

"There are really a lot of people locally making really cool, beautiful items that a lot of people don't know about — a lot of them don't have stores yet," Scherman says.

As a way to consolidate these crafters, Scherman is launching a new pop-up event, Aloha Home Market, beginning from 8:30 a.m. to 3:30 p.m. July 23 at 25 Malania St. in Kailua (not near Cinnamonn's) and running the third Sunday of each month. Aloha Home Market will feature décor, furniture, plants, pottery,



Danielle Scherman
ANDER SCHORWITZ PHOTO

woodwork and more by local makers. The first event will feature about 25 vendors, with plans to expand.

"As real estate agents, we are trying to get (clients) the best price or the best deal, and the best everything," she says. "Hearing enough clients share the same issue with me really got me excited about the market."

With an "emphasis on exclusivity," Scherman says that

she's been curating a collection of vendors that are not easily found elsewhere. So far, the lineup includes furniture makers John Reyno and Dylan Schmeding, painter Leanna Wolf and suburbart by Mrs. Haole Bownard.

"I wanted to bring everyone together and have a monthly event where all these great artists that are building beautiful things here could showcase that," Scherman explains.

Bringing people together, after all, is what a lot of Scherman's work has focused on throughout her varied career.

After graduating from University of Hawai'i, Scherman worked for a local public relations firm. She then studied

event management at George Washington University, later becoming the director of events and communications at a nonprofit in New York City. Scherman went on to launch a series of businesses — including one that connected Hampton's vacationers with things to do in the area, and her own event planning company, Soire Events.

While in New York, Scherman also created an online network for event planners called Event Headquart, which helped connect planners with resources. It grew to about 4,000 members in just six months.

Locally, Scherman also is the founder of Social Wahines, a networking group for profes-

sional women across industries. Started initially as a space for women to swap advice and resources, the group currently is in the process of expanding to include members-only events, webinars, coaching and more. In the future, Scherman hopes to expand the network to the Mainland.

"I have seen people make really cool connections there," she says. "And I also know several people who have gotten hired through people contacting them through Social Wahines."

Although her work in real estate is its own full-time job, Scherman says she dedicates so much of her time to these other ventures simply because

she "loves helping people."

As she sees it, that's the goal with Aloha Home Market, too. "I get to know my (real estate) clients really, really well. They often become part of my friend circle, and some of them become like family," she says. "And hearing their needs and them sharing with me areas that they are having trouble with, I always want to help them."

For more information on Aloha Home Market, visit Aloha Home Market on Facebook at facebook.com/AlohaHomeMarket/. Interested vendors can inquire about the market's remaining spots.

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