

**FOR IMMEDIATE RELEASE:**  
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## City of Indianapolis Announces New St'Artup 317 Brands

*Retail accelerator program empowers local entrepreneurs with prime retail space at the Stutz*

**INDIANAPOLIS** – Today, the City of Indianapolis Department of Metropolitan Development announced two additional local brands have been selected to participate in [St'Artup 317](#), the City's retail accelerator program matching Indy-based entrepreneurs with prime real estate opportunities in the Circle City.

Companies [HBH Professional](#) and [Nate Redd Clothing](#) will set up storefronts at the [historic Stutz building](#) on Capitol Avenue starting Labor Day weekend and through May 2025. This will offer both brands opportunities for significant growth in traffic, exposure, and popularity.

"HBH Professional and Nate Redd have built an impressive business model without having a visible, high-traffic storefront," said Catherine Esselman, Founder of [Cat Consulting](#) and Program Director for St'Artup 317. "They were awarded this placement based on the readiness of the businesses they've built. I am excited to place them in this opportunity and watch them grow their businesses."

Husband and wife pair D'Angelo and A'Bryanna Williams started HBH, which stands for "Hello Beautiful Hair", in 2022. The couple manufactures all their products, which are specially designed to enhance the health, vitality, and unique beauty of Black hair. The company currently operates entirely online. A local hair stylist since 2014, A'Bryanna formulated HBH's professional grade products to be used at both home and in salons by fellow stylists.

"The opportunity to participate in St'Artup 317 is a very exciting one that we are over the moon about," A'Bryanna said. "We are happy the City and its partners recognized our vision and what we are giving to Indianapolis. This will be a fantastic business venture, and we cannot wait to begin."

In 2013, local entrepreneur Ron Williams started the online clothing Nate Redd. Williams' top-notch sportswear designs are inspired by the brands and styles he loved the most growing up in the Circle City. The name "Nate Redd" tells a story in two parts, both a tribute to Williams' late mother: Nate, his middle name, and Red, his and his mother's shared favorite color.

"As a brand owner, everyone wants to have their own boutique," Williams said. "I used to dream about a location very similar to The Stutz. When I got an email saying I had been selected to participate in St'Artup 317. I just could not believe it. All my prayers were answered."

Williams will occupy the space formerly used by [WDRFA](#), which stands for “We Don’t Run From Adversity.” The local lifestyle brand’s success through St’Art Up 317 inspired Williams to participate in the program.

On Labor Day Weekend, The Stutz will host [BUTTER](#), a seasonal multi-day art fair hosted by [GANGGANG](#), a cultural development firm which activates the creative economy to center beauty, equity, and culture in cities. The event, anchored in Indianapolis, highlights artwork by Black visual artists from the Hoosier state and across the globe.

Tickets for BUTTER are [available for purchase](#) online.

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Launched in 2018, [St’Artup 317](#) originated as an innovative tool supporting Mayor Hogsett’s [Downtown Resiliency Strategy](#). By aligning brands, established businesses, startups, and artists with prime vacant and underutilized properties, St’Artup 317 demystifies the commercial leasing process and creatively address the needs of landlords and small businesses alike in a way that contributes to the success of our Downtown. This innovative program secured private commercial real estate for short-term, pop-up retail ventures in key commercial corridors. It also supported iconic pop-up stores, art installations, and event activations during major events such as the 2024 NBA All-Star Weekend and 2021 March Madness Tournament.

For information about past brands, or to learn more about how to make your pop-up a success, visit [www.startup317.com](http://www.startup317.com). To receive ongoing updates or to connect with the St’Artup 317 community, follow [@Startup317](#) on Instagram.

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