

THE MILK CARTON



WHO

April Rae Mallord grew up in Venice Beach, CA and moved to Fayetteville, AR 6 years ago. She quickly discovered there weren't a lot of unique urban contemporary places to shop so she waited for The Little Craft Show to come around each year. She then started selling her candles at the craft show and made friends with all of the amazing local artists.

WHAT

The Milk Carton is an organic, ever-changing, curated collection of high-quality, affordable home decor, goods, and gifts from local makers and exotic places. 60% of the items are locally made and 95% of those items are made by women. The Milk Carton has open mic nights, pop-up shops, workshops, and secrets codes for free gifts and surprises. There are new items and new surprises every week. The feel is a mix between Urban Outfitters and Anthropologie with affordable pop-culture kitsch items to high-quality luxury goods. The Milk Carton is known for having clever, unique, and beautiful products.

A UNIQUE RETAIL SPACE THAT BUILDS UP THE LOCAL MAKER AND ART COMMUNITY.

WHY FAYETTEVILLE

April fell in love with Fayetteville 6 years ago. She was moved here by her mentor, Andy Murray, and was only supposed to stay here one year. Not only has she not looked back since, she also moved her mom and two of her siblings here. She is committed to building up the Northwest Arkansas community, specifically women in the tech and maker spaces.

CONTACT

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