

New Dollar General store concept pOpshelf debuts in Hendersonville, Clarksville

[Andy Humbles](#) - Nashville Tennessean

Dollar General has launched a new retail concept with the first two stores now open in Hendersonville and Clarksville.

The name of the store is pOpshelf, which will focus more on non-consumable products to include trendy seasonal items, home décor, health and beauty, home cleaning supplies, party goods and entertaining needs . Approximately 95% of items are priced at \$5 or less, according to an announcement by Dollar General.

The pOpshelf stores are designed to offer a bit of a “treasure hunt experience,” Dollar General spokesperson Crystal Ghassemi said, “with the idea of when it’s gone, it’s gone.”



Merchandise will be changed out with seasonal specials and limited-time items, Dollar General officials said.

Popshelf opened on Oct. 29, at 215 W. Main Street, Hendersonville in a former Rite-Aid location and at 2819 Wilma Rudolph Blvd., in Clarksville.

The goal is to open 30 pOpshelf stores in the next 15 months, Dollar spokesperson Angela Petkovic said.

The pOpshelf concept emerged after Dollar General conducted a “non-consumable initiative” in 2018.

The target demographic for pOpshelf customers is mainly women from diverse suburban communities with household income levels from \$50,000 to \$125,000.

“It’s a different demographic for us,” Ghassemi said. “But we go back to it doesn’t matter how much money you make. I think there are a lot of people who really enjoy getting a great value and being able to decorate their home without feeling ... you don’t have to splurge, you don’t have to break the bank to have a lot of fun home décor or arts and crafts ...”

POpshelf stores are expected to create up to 15 new jobs, according to Dollar General.

Reach Andy Humbles at ahumbles@tennessean.com or 615-726-5939 and on Twitter @AndyHumbles.