



How It Works



Muse

BOUTIQUES

Curated Women-Owned Brands

Brought to you by Aviatra Accelerators



Where Woman-Owned Brands Take Flight

The Muse Boutiques is a vibrant retail collective featuring women-owned brands, artists, and makers growing their businesses through the Aviatra Incubator.

As a boutique tenant, you will enjoy the advantage of a high-visibility downtown Covington location, as well as Aviatra-provided staffing that keeps the boutique open and selling five days a week—so you don't have to be there. You'll have your own boutique space to brand, decorate, and merchandise in a way that brings your products and story to life.

Call for Vendors

Muse Boutiques offers product-based business owners like you a unique opportunity to showcase and sell your products in a vibrant shared marketplace while growing your business through the Aviatra Incubator.

The model is designed to reduce the risk and cost of opening a traditional storefront, allowing you to focus on building your brand and increasing sales. As part of Aviatra, you'll also have access to the support and education we have provided to more than 6,000 women business owners.

We are seeking women-owned product businesses—including artists, makers, specialty foods, wellness products, home goods, and unique retail concepts—to become part of this inspiring new retail destination.

How It Works Overview:

- You create the products
- You design your boutique
- Aviatra provides the store
- Aviatra staffs the register
- Customers discover your brand
- You grow your business



[More info & application](#)

Bring your brand to Muse Boutiques at Aviatra.



[Book a tour](#)

Grow Your Business at Muse Boutiques

A Curated Collective Marketplace

Where woman-owned brands take flight

Muse Boutiques at Aviatra is a curated retail collective featuring women-owned brands, artists, and makers growing their businesses through the Aviatra Incubator.

Located in downtown Covington, Muse Boutiques provides entrepreneurs with an opportunity to showcase and sell their products in a professional retail environment while benefiting from Aviatra's business education, coaching, and community support.

The model is designed to reduce the risk and cost of opening a traditional storefront, allowing entrepreneurs to focus on building their brand and growing their business.

Muse Boutiques at a Glance

Aviatra supports boutique tenants by providing:

- A **downtown Covington storefront** with strong foot traffic and visibility
- **Staffed retail hours five days a week**, so sales can happen even when owners are not present
- A **point-of-sale system** to track sales and inventory
- **Sales tax collection and reporting**
- **Marketing and promotional events** that bring shoppers into the space
- **25% off your first month's rent**
- **Shared retail supplies** such as bags, tissue paper, and receipts
- **Membership in Aviatra**, including accountability and support ([learn more](#))
- Access to **classes, coaching, and business support** through the Aviatra Incubator
- **Classroom and event space** for your events
- **24/7 access** to your space
- **Dressing rooms with mirrors**
- Rent starts at **just \$100/month**
- **Leases through Dec. 31, 2026** with a 30-day cancellation option

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Bring your brand to Muse Boutiques at Aviatra.



Boutique Spaces

Each business receives its own boutique space within the marketplace.

Entrepreneurs can:

- Brand their boutique with their business name and signage
- Decorate and merchandise the space to reflect their brand identity
- Stock and restock products as needed
- Display marketing materials and business cards

Spaces may include partial walls or enclosed offices, depending on location within the marketplace.

The goal is for each boutique to feel like a mini storefront within a vibrant shared retail destination.

What to Sell

Muse Boutiques focuses on women-owned, product-based businesses, including:

- Handmade goods and artisan products
- Clothing and accessories
- Home décor and gifts
- Candles, soaps, and wellness products
- Artwork and creative goods
- Specialty foods and packaged treats
- Pet products and children's items

We prioritize unique, high-quality products that reflect creativity, craftsmanship, and strong branding.

Move In

Once accepted and have paid their deposit (50% of first month's rent), boutique tenants will:

- Select their boutique space
- Design and merchandise their display
- Label inventory for sale
- Begin stocking their boutique

Tenants are responsible for keeping their boutique space organized, visually appealing, and well-stocked. Aviatra staff will provide guidance and support during the setup process.



Marketing & Events

Aviatra actively promotes Muse Boutiques through:

- Social media marketing
- Email newsletters
- Community partnerships
- Local media outreach
- In-store events and promotions
- Holiday shopping events and pop-ups

These efforts help drive consistent foot traffic and visibility for boutique tenants.

While Aviatra promotes the overall marketplace, boutique tenants are encouraged to market their own brands and invite their audiences to shop.

When every vendor spreads the word, the entire marketplace benefits.

Inventory & Sales Tracking

Muse Boutiques uses a point-of-sale system that tracks sales in real time.

Boutique tenants receive access to a vendor portal, where they can:

- View sales and payouts
- Track inventory
- Monitor product performance

This system helps entrepreneurs understand what products are selling and how their business is growing.

Pricing Structure

Boutique tenants pay:

- Monthly rent (minimum 4-month commitment)
- 10% of sales

This shared structure helps cover:

- Utilities
- Staffing
- Marketing
- Payment processing fees
- Retail supplies

The goal is to create an affordable, low-risk pathway into retail.



Growing Through the Incubator

Muse Boutiques is part of the Aviatra Incubator, meaning tenants also have access to:

- Business coaching
- Educational workshops
- Networking events
- Peer support from other women entrepreneurs

Our goal is to help businesses grow their revenue and confidence so they can eventually transition into larger retail spaces or independent storefronts.

Leaving the Marketplace

Boutique tenants may choose to move on when they:

- Expand to their own storefront
- Shift their business model
- Transition to other retail opportunities

Tenants may exit with 30 days' notice, allowing Aviatra to welcome new entrepreneurs into the marketplace. Unless we have a new tenant ready to move into your space right away, you are required to keep your space fully stocked and presentable until your 30-day move-out date.

Aviatra Membership (Included for all Tenants)

All tenants receive access to [Aviatra's VIBE Membership](#), which includes weekly accountability calls, Real Talk sessions, live Q&A support, and a community of women entrepreneurs committed to growth and success.

Why does this matter? Running a retail business can feel isolating—but at Aviatra, you're not doing it alone.

Your VIBE Membership ensures that, alongside your boutique space, you also gain:

- Ongoing guidance and encouragement
- A built-in network of peers
- Tools to stay accountable and keep growing

At Muse Boutiques, you're not just renting space—you're becoming part of a community designed to help you succeed.

Join Muse Boutiques

Muse Boutiques at Aviatra is building a vibrant community of women entrepreneurs, artists, and makers.

If you're ready to grow your brand in a supportive retail environment, [we invite you to apply](#).