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## **MAUM Market, pop-up market featuring Asian-owned small businesses, comes to Boston July 12th**

June 27, 2025 - Retail



Boston, MA MAUM Market, the premium pop-up market spotlighting Asian-owned small businesses, is coming to the city for the first time on Saturday, July 12th from 11am to 4pm as part of its seven-city national tour.

Held at Boston Seaport, MAUM Market will feature 30+ Asian-owned brands in food, fashion, home goods, and wellness. Each offering a thoughtfully curated experience that reflects the creativity, craftsmanship, and culture of modern Asian makers. Expect a vibrant afternoon filled with delicious

bites, limited-edition goods, interactive pop-ups, and a powerful sense of belonging.

Originally launched in Los Angeles, MAUM (which means “heart” or “mind” in Korean) has become a cultural platform where community, commerce, and creativity intersect. The Boston edition continues MAUM’s mission to celebrate Asian American stories and entrepreneurial spirit through immersive shopping, tastings, and cultural discovery.

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