

Southern Living®

JANUARY 2011

Fresh Starts!

**THE SEASON'S
BRIGHTEST
CITRUS RECIPES**

**7 SUPER DIPS
FOR BOWL GAMES**

**GIRLS'
GETAWAYS
TO TAKE
NOW**



Elegant
Citrus Tart
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Special Section

The South's
Best New Inns, Eats,
Shops, Music and more

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THE SOUTH'S BEST
NEW SHOPS



Phoebe Howard's fresh take on traditional Southern decorating shows her rare talent for creating timeless, elegant, and truly livable rooms with her signature mix of restrained patterns, natural textures, and soothing colors. Walk through them one by one in her newest stores, **Max & Company** and **Mrs. Howard**, housed together in one of Charlotte, North Carolina's treasured historic buildings. Like her other shops in Jacksonville and Atlanta, the feeling is more gracious Southern home than retail space. From the curtain hardware to the table settings, you'll find inspiration in each fully decorated room. We love how artwork and accessories pop against monochromatic backgrounds—Phoebe likes to say she's married to beige but has "affairs with color." For her, it's not about the way a room looks, but the way you feel while you're in it. *1001 East Morehead Street, Charlotte, NC; phoebehoward.net or 704/376-8900*

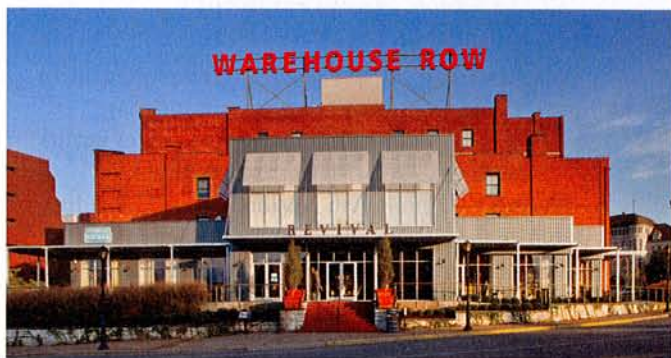
5 MORE NEW FAVES

CLOTHING Ann Mashburn, well-edited and sophisticated fashion classics (Atlanta, GA; annmashburn.com). **STATIONERY** Rifle, the first bricks-and-mortar location for this stellar note card designer (Winter Park, FL; riflepaperco.com). **PROVISIONS** Ellerbe Fine Foods, a foodie's general store (Fort Worth, TX; ellerbefinefoods.com). **ARTS & CRAFTS** Virginia Museum of Fine Arts, a modish gift shop that celebrates Virginia artisans (Richmond, VA; vmfa.museum). **LIFESTYLE** Bee, proving you don't have to sacrifice style for an eco-sensitive living space (Atlanta, GA; bee-atlanta.com).

BEST NEW

SHOPPING STREET

Chattanooga's Warehouse Row has refashioned itself since the 19th century as a Civil War fort, later as a textile warehouse district, and still later as an outlet mall. But we think its latest iteration, an industrial-chic cluster of boutiques, is a keeper.



AMANDA PINSON JEWELRY—Amanda has impeccable taste, a lifelong love of jewelry, and a stunning knack for match-making her loyal followers to the collections from Pomellato, Irene Neuwirth, Temple St. Clair, and others in her ethereally white atelier—a sparkly departure from the industrial character of the building. amandapinsonjewelry.com



REVIVAL UNCOMMON GOODS—Co-owner Rodney Simmons has three rules for curating the showroom: 1) never be formulaic, 2) select products from around the world with "an editorial eye," and 3) combine the goods in perfect vignettes. The result? A delightful mash-up of antiques, modern upholstery, and luxury gifts. revivaluncommongoods.com



EMBELLISH—As a consultant for Carlisle, a line of women's apparel, Embellish owner Terri Holley discovered she couldn't find the right shoes for her clients, so she opened up a shoe store of her own. This jewel box boutique showcases fashion-forward labels like Cordani, Diane von Furstenberg, Tory Burch, and Robert Clergerie. embellishshoes.com



DREW LEWIS—Hip Atlanta menswear purveyor Drew Lewis makes shopping feel like an afternoon in a British gentlemen's club: modern clean lines, dark hardwood floors, vintage barstools, and stacks of books. Browse the racks of Billy Reid, Jack Spade, and Rag & Bone clothing with your gin-gin mule in hand. Yes, they serve cocktails. drew-lewis.com