

WWD

NEW YORK

Fashion. Beauty. Business.



IPO on Ice

Furla reports a leap in first-half sales and postpones its initial public offering.

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Nineties in View

Eyewear brands showing at Vision Expo West look to the decade for inspiration.

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Bridget Foley's Diary

Catching up with Ralph Lauren on his decision to show in Bedford, N.Y.

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Swear By It

Tom Ford certainly did, in more ways than one. First, the invitation to his celebrity draw of a show Wednesday night came with a fragrance named F--king Fabulous. As for the clothes, they stuck to the high-glam, super-sexy styles for which he is known, from maillots paired with cargo pants and a tailored jacket to figure-hugging evening gowns like the one seen here on Gigi Hadid. *For more on NYFW, see pages 26 to 31.*

PHOTOGRAPH BY STÉPHANE FEUGÈRE



CITY GUIDE

NASHVILLE



Downtown Nashville

THE SOUTHERN CITY IS NURTURING A COMMUNITY FOR PROGRESSIVE, THOUGHTFUL BUSINESSES AND INITIATIVES

BY ELIZABETH DOUPNIK

NASHVILLE IS A CITY OF STORYTELLERS.

And while some coastal, intellectual set might scoff when hearing Dolly Parton or Johnny Cash mentioned as influential wordsmiths, they need only be reminded that 2016 Nobel Prize winner Bob Dylan recorded “Blonde on Blonde” and “Nashville Skyline” albums within the city limits. Dylan has been a notorious country and folk music artist and fan, too.

The city has progressed hugely since Mr. Dylan put those records to press. But there might be tension building. Prospective outside investors are scrambling to Nashville to turn a profit on its arts, food, and culture scene for similar gains that were harvested in Austin and Charleston. Conversely the welcome wagon is dropping heaps of former New Yorkers and West Coasters on its doorstep looking to revel in just what’s being threatened.

Despite all this, its values persist and its character remains due to the patronage and guidance of its locals. Unlike other towns that are willing to shovel their history under the rug for the sake of new development, Nashville holds its heritage at the center of its initiatives.

What’s more, the residents have taken steps to protect establishments both bourgeois and grass roots. From preserving legendary recording studios to promoting no-frills hot chicken joints, the city locals have taken a stand to keep Nashville untainted. This means honoring shuttered recording studios

in new iterations to tapping fellow local businesses for larger initiatives like the soon-to-open hotel, Noelle.

These efforts take on a sense of mosey - and that’s a good thing. The city’s ramble allows native and newcomer creatives to build authentic relationships without the sense of rushed panic increasingly felt within the skyscraping confines of Manhattan or London. These locales try desperately to accomplish what Nashville residents have achieved by doing what they do best: drawing together a relatable narrative for their businesses. Its roots as Music City don’t get in the way of its fashion and retail scene either. Instead, the community is built on pillars of what made local songwriters wildly successful: sharing stories in a thoughtful manner that’s celebrated - not cannibalized - by peers working toward the similar professional goals.

In Nashville creatives pull each other up by the bootstraps, dust off their (custom-made) leather jackets and offer up a local fruit tea - a must-try city original - to hash out ideas over a concept shop or pop-up restaurant. The result: Retail locations that are authentic and rival any coastal competitor, eateries whose menus should only be attempted by seasoned chefs, and organizations that aim to harness and connect the unending talent that’s being drawn to the city.

Read more to find out the best spots to eat, drink, sleep, and get inspired in this bustling metropolis. —By Elizabeth Douppnik

WHAT TO DO



Historic RCA Studio B

Country music fans and general music enthusiasts will relish in the history contained within the walls of the studio where artists like Elvis Presley, the Everly Brothers, Dolly Parton, and Roy Orbison recorded classics.

1611 Roy Acuff Place, 37246; studiob.org

Country Music Hall of Fame and Museum

This is more than an homage to country music artists of yesteryear. Visitors will enjoy an eye-load of epic stage costumes dating back to the early days of the sound and revolving exhibits on main players like Bob Dylan and Johnny Cash.

222 5th Avenue South, Nashville, TN, 37203; countrymusicHalloffame.org

Hatch Show Print

Responsible for the typography and printing of posters for the likes of Bo Diddley, the Pixies, Johnny Cash, Hank Williams, Bruno Mars, CNN, and Taylor Swift, Hatch Show Print letterpress dates back to 1879 and still deploys its traditional craftsmanship. Visit the shop to see the printmakers at work - book a tour to get an in depth perspective on the process and make your print.



Hatch Show Print

224 5th Avenue South, Nashville, TN, 37203; hatchshowprint.com

Frist Center for the Visual Arts

Housed in a former, art deco post office, the Frist induces inspiration from entrance onward. The gallery doesn’t have a permanent collection, and serves as a venue for circulating exhibits. Have kids? Be sure to bring them to enjoy the Martin ArtQuest Gallery, a fully interactive space that offers printmaking, collage creating, sketching, and painting.

919 Broadway, Nashville, TN, 37203; fristcenter.org

Third Man Records

Opened in the city by Jack White in 2009, shoppers can peruse its record store, novelty shop, and sit-in on a show while the world’s only live performance direct-to-acetate recording functionality. Gear up for an incredible kooky factor that’s well-worth the visit.

623 7th Avenue South, Nashville, TN, 37203; thirdmanrecords.com

Ryman Auditorium

Once home to the Grand Ole Opry radio show, the legendary music hall has welcomed artists as diverse as Charlie Chaplin, Keshia, Patsy Cline, and Bruce Springsteen onto its stage - and it served as the original meeting spot for Johnny Cash and June Carter. Not bad.

116 5th Avenue South, Nashville, TN, 37219; ryman.com

For more information on WWD City Guides, please contact Stephanie Siegel at ssiegel@wwd.com.

NOELLE TAPS LOCAL TALENT FOR HOTEL DESIGN, COMMUNITY BUILDING

● Noelle, an experiential hotel opening in downtown Nashville later this year, is returning

to its original prestige, having once been the location of Noel Place, a luxury hotel dating back to 1929. Rockbridge, an investment platform in Columbus, Ohio, and Makeready, the Dallas-based hospitality development firm, who are partnering to lead the project, have engaged local talent throughout the hotel’s ecosystem. From the architecture firm responsible for the design to the makers

tapped to create art, furniture and textiles, the project showcases the best of Nashville’s creative community. The result is a multi-faceted venture that features unique takes on traditional amenities. These include a restaurant, Makeready Libations & Liberation; a boutique, Keep Shop; and a café, Drug Store Coffee. Guests and visitors will also be pleased to discover

unexpected initiatives like Little Prints, a retail store with a working printing press to be operated by local artist Bryce McCloud, who will serve as curator of Noelle’s robust visual art program highlighting Nashville artists. Here, two members of the Noelle team reflect on the hallmarks of the progressive initiative, while honoring its history. Learn more about the groundbreaking

hotel by visiting www.noelle-nashville.com and on Instagram at [noelle_nashville](https://www.instagram.com/noelle_nashville).

How was the location for Noelle selected?
Christine Magrann, COO, Makeready: The building itself was an important influence. We felt a connection with the rich history of Noel Place and recognized an opportunity to celebrate the heritage of the building while layering in modern

design influences to create a platform for a brand that will simultaneously pay homage to the city’s history and push its narrative forward.

The project tapped primarily Nashville natives or locals - was this purposeful?

C.M.: As we create a venue that’s a gathering place for the city’s most interesting voices and makers, we have been thoughtful to promote and champion their brands alongside

WHERE TO
STAY

Germantown Inn

● Get a dose of Southern hospitality at the Germantown Inn. Located in the up-and-coming namesake neighborhood, the inn is conveniently positioned just north of downtown Nashville. Each suite is designed and named after a president who had ties to Tennessee.

📍 1218 6th Avenue North, Nashville, TN, 37208; www.germantowninn.com

21c Museum Hotel

● Childhood dreams of staying overnight in a museum are realized here. Founded by art preservationists and contemporary art collectors, the boutique hotel immerses each of the six locations into the fabric of the town's DNA and extends guests and visitors robust contemporary exhibits.

📍 221 2nd Avenue North, Nashville, TN, 37201; www.21cmuseumhotels.com/nashville

Urban Cowboy B&B

● Designed by owner, Lyon Porter this B&B exudes Nashville charm. Though each room is eclectic and tells its own story, all of the suites offer exquisite, hand-crafted touches and found objects.

📍 1603 Woodland Street, Nashville, TN, 37206 www.urbandcowboybnb.com/nashville

WHERE TO
SHOP

Two Son

● Founded by two couples who coincidentally each had a son, Two Son serves as an effortlessly cool outpost for West Coasters looking to set up house - or simply shop - in East Nashville. Featuring a cohesive collection for men's, women's, home, and even beauty the store design is easily as visually captivating as the items for purchase.

📍 918 Main Street, Nashville, TN, 37206; [twoson.co](http://www.twoson.co)



Ceri Hoover

● In 2013, Ceri Hoover introduced her namesake premium-leather accessories company with a range of handbags. Four years later, she's added footwear to the mix. The collection is designed in Nashville, made in Los Angeles, and available at her flagship store in Nashville's 12 South neighborhood.

📍 Flagship: 2905 12th Avenue South, Ste. 105, Nashville, TN, 37204; [cerihover.com](http://www.cerihover.com)

White's Mercantile

● The fact that owner Holly Williams is country music royalty - Hank Williams is her grandfather and Hank Williams Jr., her father - is secondary to the robust selection of bric-a-bracs, treasures, and Nashville necessities. Be sure to have several hours handy to thoroughly hunt for the best must-have items.

📍 2908 12 Ave. South, Nashville, TN, 37204; [whitesmercantile.com](http://www.whitesmercantile.com)

Peter Nappi

● Named after his Italian shoemaker grandfather, owner Philip Nappi launched Peter Nappi in 2011. Today the brand offers Nashville-designed and Italian-made footwear and leather goods in the refined and well-practiced craftsmanship that's been honed throughout the generations.

📍 2308 12th Avenue South, Nashville, TN, 37204; [peternappi.com](http://www.peternappi.com)

Wilder Etudes

● The second installment of

a former Blue Man and Rockette, Wilder Etudes features revolving concepts that are not only Instagram bait, but thought-provoking assortments that not only inspire many an impulse buy, but a larger consideration of the philosophy of the collection - and commerce - itself.

📍 1200 Villa Place #301, Nashville, TN, 37212; [wildlife.com](http://www.wildlife.com)



Little Octopus

● Everything is right about the dining experience here. From the open, airy atmosphere that lacks constrictive pretense to the menu that features seasonally informed items, this is a must-visit for foodies, hungry tourists, and returning locals. Helmed by Sarah and Brad Gavigan, plates are best ordered for sharing to enjoy multiple tastes of the Latin American and Caribbean inspired dishes.

📍 505 12th Ave. South, The Gulch, Nashville, TN, 37203; [littleoctopusnashville.com](http://www.littleoctopusnashville.com)

Lulu

● "We reserve the right to refuse service to mean people" disclaimer on Lulu's menu sums up the restaurant's all-inclusive, no bad-days vibe. Guests who are health conscious will be especially satisfied with the assortment of delicious, nutritious options here. Be sure to visit its newly

added happy hour and dinner hour.

📍 313 Jefferson Street, Nashville, TN, 37208; [lulunashville.com](http://www.lulunashville.com)

Barista Parlor

● Create while you caffeinate at this Nashville local favorite. Centered on improving the entire coffee life cycle from sourcing to sipping, these coffee houses serve as a great post for freelancers and visiting professionals to work remotely. Tapping local artists, farms, partners, and bakeries, patrons will receive the full Nashville experience here.

📍 Multiple locations in Germantown, East Nashville, and the Gulch; [baristaparlor.com](http://www.baristaparlor.com)

Arnold's Country Kitchen

● If one could experience love on a plate, it'd likely be from Arnold's. This family-run establishment specializes in Nashville's meat-and-three dishes. Using fresh, local ingredients, patrons from all walks of life return for a hefty meal that features Southern staples. Come hungry, leave happy.

📍 605 8th Ave. South, Nashville, TN, 37203; [arnoldscountrykitchen.com](http://www.arnoldscountrykitchen.com)

Prince's Hot Chicken

● Hell hath no fury like a plate of hot chicken. Notoriously concocted as payback by a woman angered by her partner's philandering, this joint is the real deal. It's a no-frills, roll-up-your-sleeves, and dig-in kind of spot. Be sure to have cash handy.

📍 Original location: 123 Ewing Drive, #3, Nashville, TN, 37207; [princeshotchicken.com](http://www.princeshotchicken.com)

Rolf & Daughters

● Have a large group? This is the spot. The Italian-inspired, seasonal menu offers plates perfect for sharing and the restaurant has inviting, large farm tables perfect to accommodate bigger parties. Plus, there's an outdoor seating area.

📍 700 Taylor Street, Nashville, TN, 37208; [rolfanddaughters.com](http://www.rolfanddaughters.com)

Josephine

● Featuring a menu brimming with farmhouse-inspired favorites, Chef Andrew Little succeeds in delivering simple, exquisitely prepared items that are seasonally informed. Josephine delivers a neighborhood eatery that's elegantly accessible.

📍 2316 12th Ave. South, Nashville, TN, 37204; [josephineon12th.com](http://www.josephineon12th.com)

Henrietta Red

● The brain-child of chef Julia Sullivan and GM and sommelier, Allie Poindexter, the duo brings a well-edited menu of oysters, crudos, and vegetarian-friendly dishes. The full dining experience delights.

📍 1200 4th Ave. North, Nashville, TN, 37208; [henriettared.com](http://www.henriettared.com)



Grand Ole Opry

● Minted the home to American music, the Opry is more than a venue. Rather it's the gathering location for



generations of country music fans to make pilgrimages to view live recording of acts - past and present - like Loretta Lynn, Carrie Underwood, Trace Adkins, and Bill Anderson. The backstage tour is a must when in town to learn about its legacy, its elite inductees, and peek dressing rooms among other thrills.

📍 2804 Opryland Drive, Nashville, TN, 37214; [opry.com](http://www.opry.com)

Bluebird Cafe

● Arguably the ultimate songwriter's space, the Bluebird celebrates the music masterminds behind chart-topping hits, and where artists like Garth Brooks got their start. Guests enjoy an enchanting session of storytelling, song, and a shared love of a craft by the people who continue to champion it.

📍 104 Hillsboro Pike, Nashville, TN, 37215; [bluebirdcafe.com](http://www.bluebirdcafe.com)

The Parthenon

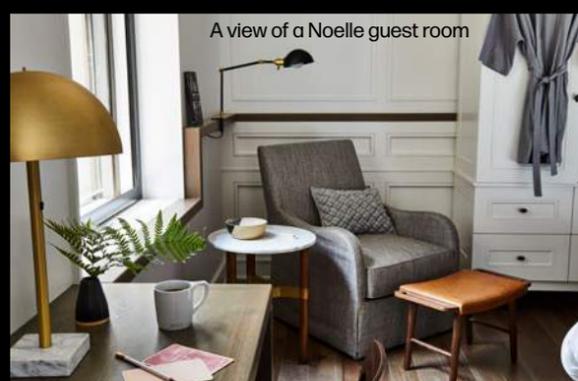
● Built in 1897 in Centennial Park for the purpose of Tennessee's Centennial Exposition, the full-scale replica of the original in Athens, Greece features a re-creation of 42 foot statue of Athena and art museum.

📍 2500 West End Ave., Nashville, TN, 37203; [nashville.gov/Parks-and-Recreation/Parthenon.aspx](http://www.nashville.gov/Parks-and-Recreation/Parthenon.aspx)

Fifth Avenue of the Arts Downtown Galleries

● The arts corridor is small but mighty featuring 15-20 different galleries within its four-block area. Join the art crawl the first Saturday of every month to scope the newest exhibits and shows.

📍 215 5th Avenue of the Arts North, Nashville, TN, 37219; [theartscompany.com/the-mission-of-5th-ave-of-the-arts](http://www.theartscompany.com/the-mission-of-5th-ave-of-the-arts)



A view of a Noelle guest room

our own. We want to create a brand that's more than the sum of its parts. Noelle will bring people together by showing them warmth and richness that one experiences when people treat others thoughtfully and with care, and what happens when creativity is given a home in which to grow.

There's a resounding sentiment of community within in the city. How is

this realized in Noelle? Libby Callaway, creative consultant, The Callaway: As Nashville grows, there has been a major movement toward preservation, not only of our historic structures and traditions, but of how we as residents interact with each other. Changes in local geography coupled with the isolating nature of technology mean that

there are fewer chances for us to have personal interactions. Noelle was designed to appeal to both solace-seekers and those who want to connect. Every one of the 12 stories offers visitors opportunities to interact, like seating areas in the rooftop bar, Rare Bird, and in the Trade Room on the first level to the water centers located on every

guest floor hallway, which we expect will create an additional opportunity for guests to encounter their neighbors as they fill their room's carafes with still or sparkling water. We're also planning creative programming designed to bring the Nashville community back to Noelle repeatedly. We want them to think of it as a warm gathering place that's welcoming to all.