



• Karen Elson,
supermodel and
songwriter

117

NOWVILLE



NASHVILLE, TENNESSEE, used to be just a city of ten-gallon hats and the Grand Ole Opry. Now it's the most electric spot in the South, thanks to a cast of transplanted designers, architects, chefs, and rock 'n' rollers. Here, twenty-five locals show you how to tear up Music City in threads worthy of this reborn southern scene

 BEN WATTS

July



► The Whigs (upcoming album: *Enjoy the Company*) in The Hermitage Hotel



► Tennessee Titans Jason McCourt and Kenny Britt

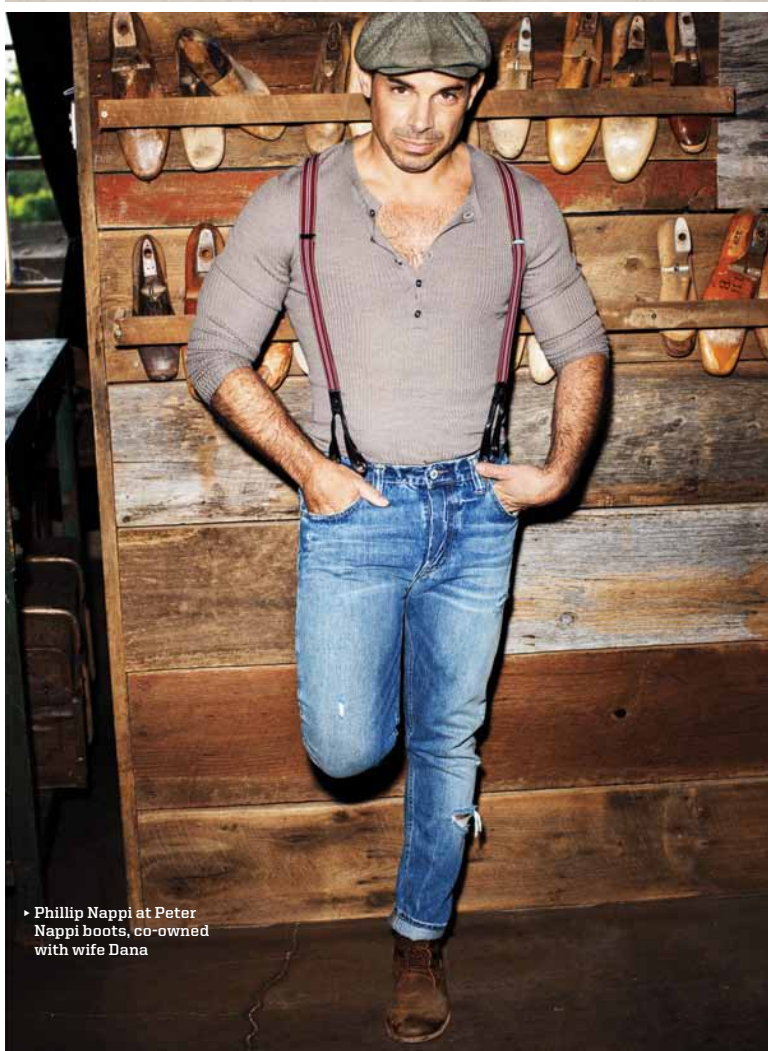
July

EQ

118



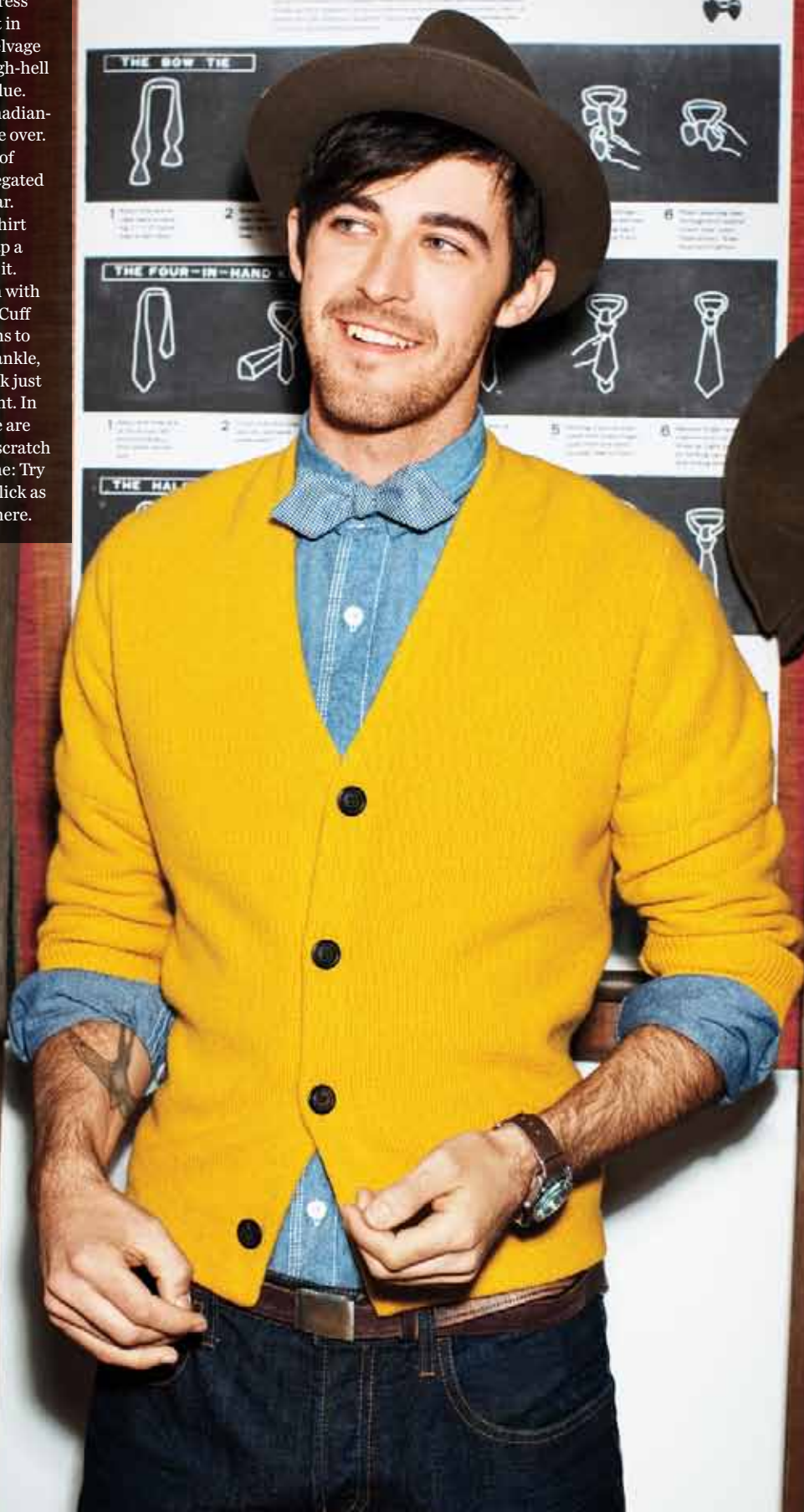
► Nick Dryden, architect



► Phillip Nappi at Peter Nappi boots, co-owned with wife Dana

The
**NEW DENIM
 MANIFESTO**

Dress it up or dress it down; wear it in pristine dark selvage or ripped-to-high-hell sun-bleached blue. The days of Canadian-tuxedo jokes are over. So are the days of jeans being relegated to weekend wear. Rock a denim shirt with a suit; wrap a bow tie around it. Mix blue denim with black or white. Cuff or roll your jeans to show off some ankle, or let them stack just the right amount. In Nashville, there are no rules. Wait, scratch that—there's one: Try to look half as slick as these upstarts here.



OPENING PAGE
 dress and boots
 Isabel Marant
 vintage boro quilt
 and drop cloth
 Imogene • Willie

OPPOSITE PAGE,
 CLOCKWISE
 FROM TOP LEFT
 jacket \$475
 Ami
 shirt \$158
 Rogue
 jeans \$790
 Dior Homme

jacket \$1,495
 Polo Ralph Lauren
 jeans \$820
 Balmain Homme

jacket \$1,120
 and plaid shirt \$840
 Junya Watanabe
 Man
 jeans \$225
 Riviera Club x
 Lucky Brand

henley \$125
 Todd Snyder
 jeans \$720
 Dior Homme

sweater \$248
 Cardigan by
 Lynne Hiriak
 jeans \$180
 Diesel

henley \$298
 John Varvatos
 jeans \$125
 Denim & Supply
 Ralph Lauren
 boots \$695
 Peter Nappi

blazer \$395
 Boss Orange
 shirt \$188
 Steven Alan
 jeans \$225
 AG Adriano
 Goldschmied

THIS PAGE
 cardigan \$178
 Tommy Hilfiger
 shirt \$98
 Hilfiger Denim
 bow tie \$110
 Otis James
 Nashville
 jeans \$830
 Gucci
 hat
 Borsalino at
 JJ Hat Center
 belt
 J.Crew

for additional credits,
 see page 129.
 where to buy it?
 go to gq.com/go/fashiondirectories

◀ Otis James,
 hat and tie maker



NAVIGATOR

— The CQ Guide to the New Nashville —

WHERE TO CRASH

— **THE HERMITAGE HOTEL** is a grand old southern hotel that also feels gloriously modern: In one week, you might crash a debutante ball, then run into Pharrell Williams. (Be sure to visit the Art Deco men's room in the hotel's **OAK BAR** for the most stylish leak you'll ever take.) The **RAMADA** near the stadium provides a divier experience. The draw? Guitar. Shaped. Pool.

LOOK LOCAL

First stop: **IMOGENE + WILLIE**, in a former gas station in the emergent 12 South neighborhood, for a pair of their ubiquitous jeans. **PETER NAPPI**, in Germantown, has your badass (Italian, handmade) boots. Accessorize with **OTIS JAMES** hats and ties, cut by hand at the old Marathon Motor Works factory. Last stop: a clip and a shave from Michael Martin at **PARLOUR & JUKE**; you might run into regulars the Black Keys.

ROCK THIS WAY

— For vinyl-digging, hit **GRIMEY'S**, then **THIRD MAN RECORDS**, Jack White's label headquarters, record store, and music venue. National acts like the Delta Spirit and St. Vincent play **THE CANNERY BALLROOM**; you'll find local ear-throzzlers like garage band the Ettes at motorcycle-shop-by-day, DIY-venue-by-night **THE ZOMBIE SHOP**. And be sure to book your trip home for Tuesday morning: The Keep On Movin' dance party at **THE 5 SPOT** on Monday nights is not to be missed.

SUDS & CRUB

— You'll probably stumble upon Teresa Mason's **MAS TACOS** truck as you tool around town; if not, hit her brick-and-mortar in East Nashville. Prefer eating with a fork? Stop by **CITY HOUSE** for kale salad, belly-ham pizza, and Carolina brook trout. Follow dinner with whiskey and a movie at **NO. 308**, or set up shop at pioneering speakeasy **THE PATTERSON HOUSE**, opened by the Goldberg brothers in 2009, when the new Nashville was still a pipe dream. —WILL WELCH

THIS PAGE
jacket \$3,850
shirt \$495
and jeans \$350
Prada
shoes \$695
Dsquared2
hat
Borsalino at JJ Hat Center

ON WOMEN
dress, pants, and boots
Isabel Marant
tank top
Calvin Klein Underwear

OPPOSITE PAGE
three-piece suit \$3,315
Yves Saint Laurent
shirt \$188
Diesel
belt
Levi's
pocket square
Kaufman's Army & Navy
sunglasses
Persol

where to buy it?
go to gq.com/go/fashiondirectories

• The Ettes perform at The Zombie Shop

• J.Wes Yoder, novelist, in East Nashville





THIS PAGE,
ON MEN, FROM LEFT
cardigan \$450
Ralph Lauren Black
Label Denim
shirt \$69
L.L.Bean Signature
tie \$135
Bespoken
vest \$325
Rag & Bone
henley \$59
Velva Sheen
jeans \$250
Imogene + Willie

blazer \$1,390
Maison Martin
Margiela
shirt \$165
Our Legacy
jeans \$250
Imogene + Willie

• Imogene + Willie
owners Matt and
Carrie Eddmenson
(far right) with
their staff

OPPOSITE PAGE,
CLOCKWISE FROM
TOP LEFT
plaid shirt \$290
Armani Jeans

sports jacket \$595
Polo Ralph Lauren
shirt \$70
Denim & Supply
Ralph Lauren
jeans \$250
Imogene + Willie
—
blouse and skirt
Isabel Marant
—
sports jacket \$2,180
Bottega Veneta
shirt \$395
Levi's Vintage
Clothing
jeans \$80
Calvin Klein Jeans
—
vintage jacket
Hollister
shirt \$68
and jeans \$64
Levi's

hair by david von
cannon at streeters.
makeup by jo
strettell using
per-fékt. prop
styling by ruby
guidara. produced
by mauria kiernan.

for additional
credits, see page
129. where to buy it?
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◀ Michael Martin shaves Joshua Black Wilkins at Parlour 8 Juke.



▶ Nikki Lane, singer and High Class Hillbilly store owner, and Teresa Mason, Mas Tacos owner



◀ Marty Stuart, country icon



▶ Max Goldberg at The Patterson House