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VERANDA

Romantic Decorating Returns

*From Dreamy Houses
To Charming Gardens*



[editorial]



[The Reynolds Group Inc.] [www.thereynoldsgroupinc.com]

KNOW THYSELF

For Atlanta shopowner Ann Mashburn, personal style is the height of fashion.

When Ann Mashburn landed a job at *Vogue* just out of college, it was the editors who captured her imagination, not the gazelle-like models drifting through the corridors. “The staff was all these incredibly chic and confident women in their forties,” Mashburn remembers. “I realized there was nothing to fear about getting old—that I could look great to the grave if I figured out my own personal look.”

Now in her forties herself, Mashburn preaches the gospel of self-assurance through style at her eponymous new clothing boutique in Atlanta. A combination of all-American classics and breezy French chic, her wares are that ineffable combination of well-made, comfortable and of-the-moment: a little trench coat in citron, the perfect striped popover, loads of Levi’s, but also plenty of J. Brand. Effortless pieces that make getting dressed a pleasure, not a trial.

“What I like is what I sell: simple clothes with just a bit of fashion,” she says. This includes her own private



MY FAVORITE THINGS

STINGRAY CUFFS So exotic and chic. **ELSA PERETTI STACKING RINGS** My daughters get them for “special” birthdays. **ETRO CHIFFON SCARVES** Add instant lift to any outfit. **KENDALL CONRAD BAGS** Modern and authentic. **KNOLL FURNITURE** I’ve been collecting it forever.

“WHAT I LIKE IS WHAT I SELL: SIMPLE CLOTHES WITH JUST A BIT OF FASHION.”

label, which she designs to feel and look good on everyone from teenagers to octogenarians: a classic turtleneck tweaked so it isn't too tight around the neck, menswear-inspired shirts cut narrow through the torso.

It's not just what Mashburn stocks that sets her apart. It's also her keen eye, trained over her career as a fashion editor—after *Vogue* she spent eight years at *Glamour*—and the way she focuses it on her customers. “When I opened the store, I was pleased to discover I have the shopkeeper's knack for instantly sizing up what looks good on a woman and steering her in the right direction,” she says. “Without my knowing it, all those years of dressing people for photo shoots and then editing the images down for magazine spreads taught me so much.”

Mashburn never dreamed she'd have her own store, nor even wanted to. When she was growing up, her father moved the family all over the Midwest for his job as a JCPenney executive; on school breaks she had to work in the department store. “I hated it!” she laughs. “I never wanted to have my own retail family.”

Life can be funny that way: Mashburn's husband, Sid, runs a celebrated old-school menswear atelier around the corner. (“He's the real designer,” she says. “I'm more like an editor.”) And the couple's five daughters, ages nine to twenty, are a frequent presence, though quite happily (the eldest even does their graphics). Indeed, it was her daughters who urged Mashburn to open her shop to begin with. “They said, ‘Dad gets all the attention around here. What kind of feminist are you?’ If I didn't do it, they'd think I was chicken!”

Mashburn shakes her head and smiles. “Now I'm proud to have a family company. I actually think it's cool.” □

WRITTEN BY KATE BOLICK
PRODUCED BY ROSIE D'ARGENZIO



MY FAVORITE THINGS

MY FIVE DAUGHTERS On the best days they're my everything: assistants, muses, trainers. **MASON PEARSON HAIRBRUSH** I literally never leave home without it. **GEORGE SHERLOCK SOFA** Every time I sit on it I'm cheerful and grateful. **JO MALONE COLOGNE** I like the citrusy smell—and that my girls can associate me with a “signature scent.” **KENDALL CONRAD IPHONE/BLACKBERRY CASE** I feel so glam-spy when I hold it up to my ear and talk. Nobody knows what I'm doing! **SID'S MUSIC COLLECTION** It's a true luxury to have a brilliant soundtrack to your life. **MY ENGAGEMENT RING** Whenever I look at it I think of Sid and me young in New York. **MEN'S-STYLE BATHROBE** Rachel Riley makes these custom for me in women's sizes. **STAR PROVISIONS** The food shop next door to my store is brilliant. I can grab a baguette whenever I please.