

Southern Living®

JANUARY 2011

THE SOUTH'S BEST NEW SHOPS

BEST OF THE SOUTH

TRAVEL AWARDS

Mama taught us not to brag, but it has to be said—there's no richer, more soulful place than the South. And we can prove it. From boutique hotels to the best hamburger you've ever eaten, here are our favorite new sights, sounds, and flavors across the region.

BY JENNIFER V. COLE

WITH BILL ADDISON, GRAHAM AVERILL, RAUL BARRENECHE, ANDREA BENNETT, BELLE BOGGS, CHIP BRANTLEY, TAYLOR BRUCE, KIM CROSS, BEVILLE DARDEN, PAULA DISBROWE, STEPHANIE GRANADA, JENNIFER KOPF, NELLAH BAILEY MCGOUGH, AND CAROLINE MCKENZIE

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).

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Best New Inns, Eats,
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