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Jonathan Adler is bringing his signature style down South with his new boutique at Westside Urban Market.

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Feelin' Groovy

Jonathan Adler brings his signature style to Westside Urban Market.

The paint's still fresh on Jonathan Adler's Happy Chic boutique, which opened its doors at the end of March. We caught up with Adler, whose disarmingly witty style is a welcome addition to Atlanta's Westside. —LISA HORTEN

What made you choose Atlanta as the location of your 14th Jonathan Adler boutique? We're thrilled to have you here!

Thanks, I'm thrilled to be here! Y'all are fun, frisky and fabulous in Atlanta. I've always had a blast whenever I've visited.

Westside Urban Market seems like a perfect fit for your style.

What was the process for choosing the space?

I visited Atlanta many times over the course of the last year and Westside Urban Market just seemed perfect. I'd be lying if I said that our proximity to Taqueria del Sol, Star Provisions and Sid Mashburn was an accident.

What inspires you?

I have a canon of muses who continually inspire me. My holy trinity would have to be Bjorn Wiinblad, Bonnie Cashin and Alexander Girard. I love them because they were bold, quirky, innovative and chic, and they all beautifully expressed the joy of creativity.

What can Atlantans expect from your store? Tell us about your "Happy Chic" approach to décor.

Happy Chic is my brand ethos that your home should make you happy. It's about bringing a sense of joy and levity to your pad while still being unimpeachably chic. My store promises to light up your life with all kinds of life-enhancing home décor. We will be chock-full of all manner of tabletop, bedding, tchotchkes and furniture... If your home needs it, we've got it!

The Atlanta boutique will feature your new bedding and junior collections. What made you decide to expand into these arenas?

All my friends keep having kids and I never can find the perfect gift! Jonathan Adler Junior is about a range of nifty gifties for babies and kids that will fire up kids' imaginations without breaking the bank. Our bedding collection was simply the next logical step—we design fabulously chic beds and we needed our own bedding to tie the bow.

Are all of your stores essentially the same, or do you vary the style and inventory based on the city?

I like to carry a full assortment of my products in all of my stores but definitely cater the merchandise to each locale as much as possible.

Have you spent much time in Atlanta? Have you discovered any favorites (hotels, restaurants, shops) yet?

My fave hot spots (aside from the aforementioned Star Provisions, Taqueria and Sid Mashburn) are Belvedere and Pieces, both of which are truly inspiring and creative. Unfortunately, my trips to Atlanta have been fast and furious and I've never run into *The Real Housewives*.

Can you share with us your top five JA picks for spring?

It's so hard to narrow down my top five! I will suggest, though, for spring that you run out and pick up our new Positano throw pillows that are perfection; some of our new melamine tabletops for all the barbecues you will be having—perhaps you need a Rider bench on either side of your entryway table to add some glamour, obviously some bedding to brighten your room for the new season, and why not a new domino set for afternooon gaming?

Jonathan Adler, 1198 Howell Mill Road, jonathanadler.com



Navy domino set, \$138



Adler's Santa Monica boutique

Rider bench, \$895



Yellow flame bedding, \$45-\$265



Mod Animals dinner plate, \$12



Positano concentric diamond pillow, \$68



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