

SID MASHBURN & ANN MASHBURN

HISTORY

The two of us have always loved finding and making great things to share with people – in short, making a connection with everyone. We've had this itch since we were young, making mix tapes and organizing parties. Together, we opened a single shop on the west side of Atlanta in 2007... and then we kept going.



We met in New York in the early 1980s. After design posts at J.Crew, Ralph Lauren, Tommy Hilfiger, and Lands' End, I spent years looking for the kind of retail I had seen in Europe and Asia: places that weren't just shops, but experiences. Ann was on the editorial side of things at Condé Nast as an assistant and editor at both Vogue and Glamour, and knew how to find the incredible among the so-so.

HISTORY

We'd had this sort of mental, analog Pinterest board brewing since we met, of all the things we loved and wanted to put together in one place. So when we began, we knew it wasn't only about making cool, special, useful things. It was about the curating of them, making the selection a little less daunting, a little easier, even fun. Because you don't need a lot of choices... you just need the right choices. And with over fifty years in the fashion industry between the two of us, we felt we had the experience to pull it off.



Today, we have two sets of connected men's and women's shops: one on the Westside of Atlanta, and another in the River Oaks neighborhood of Houston, as well as an e-commerce shop at sidmashburn.com & annmashburn.com that serves customers from all over the world. It's full of all of our favorite things: things we make, things we find, things we want to share. And, in the summer of 2015, we'll open in Washington, D.C. More cities to come. We can't wait.

MISSION + VISION

We think serving people is cool. We want to help a man navigate the uncertainty of his wardrobe choices, and to help a woman feel beautiful and like herself, whether they are 16 or 82. It's not just about offering the perfect suit or the perfect dress – it's about providing a sense of security, confidence and joy in the wearing of them. We want to help men and women be properly dressed and properly served... clothed and in their right mind.

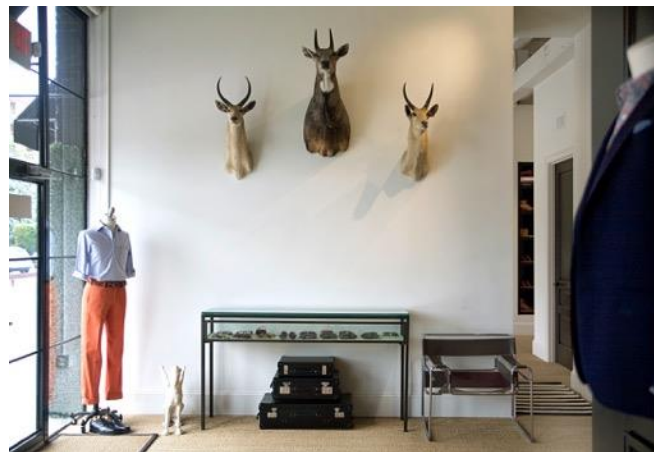
And... we want to be the world's go-to lifestyle shop – a place that signifies service and style, accessibility and luxury, and, for us, the very best of everything.

WHAT WE DO

Ours is a simple concept: a combination of our own designed-and-produced clothing (shirting, trousers, footwear, accessories, made-to-measure tailored clothing) and our favorite classic, iconic, and hard-to-find pieces... all in a space designed to feel as beautiful, inspiring, and welcoming as possible. Our role is not only to offer great things, but to provide over-the-top service: whether it's making sure your things fit perfectly, recommending a record, or making a dinner reservation, we are here to make it happen.



OUR SHOPS





SID MASHBURN

SID
MASHBURN

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ANN MASHBURN





SID MASHEBURN



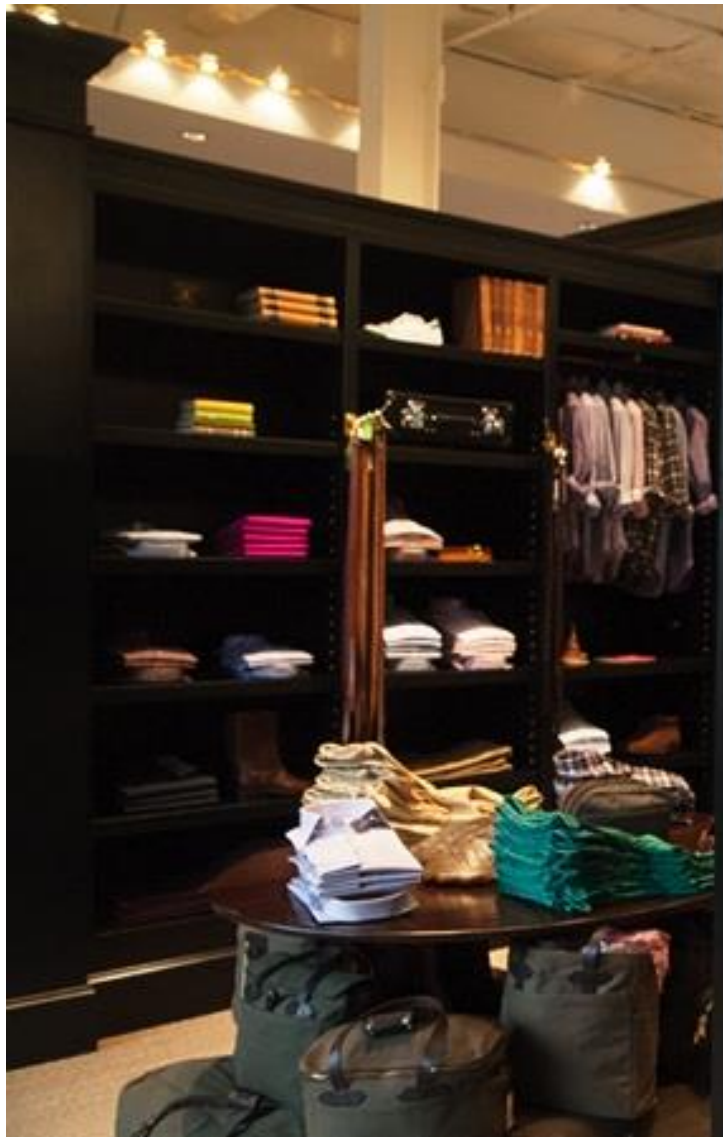
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SID MASHBURN

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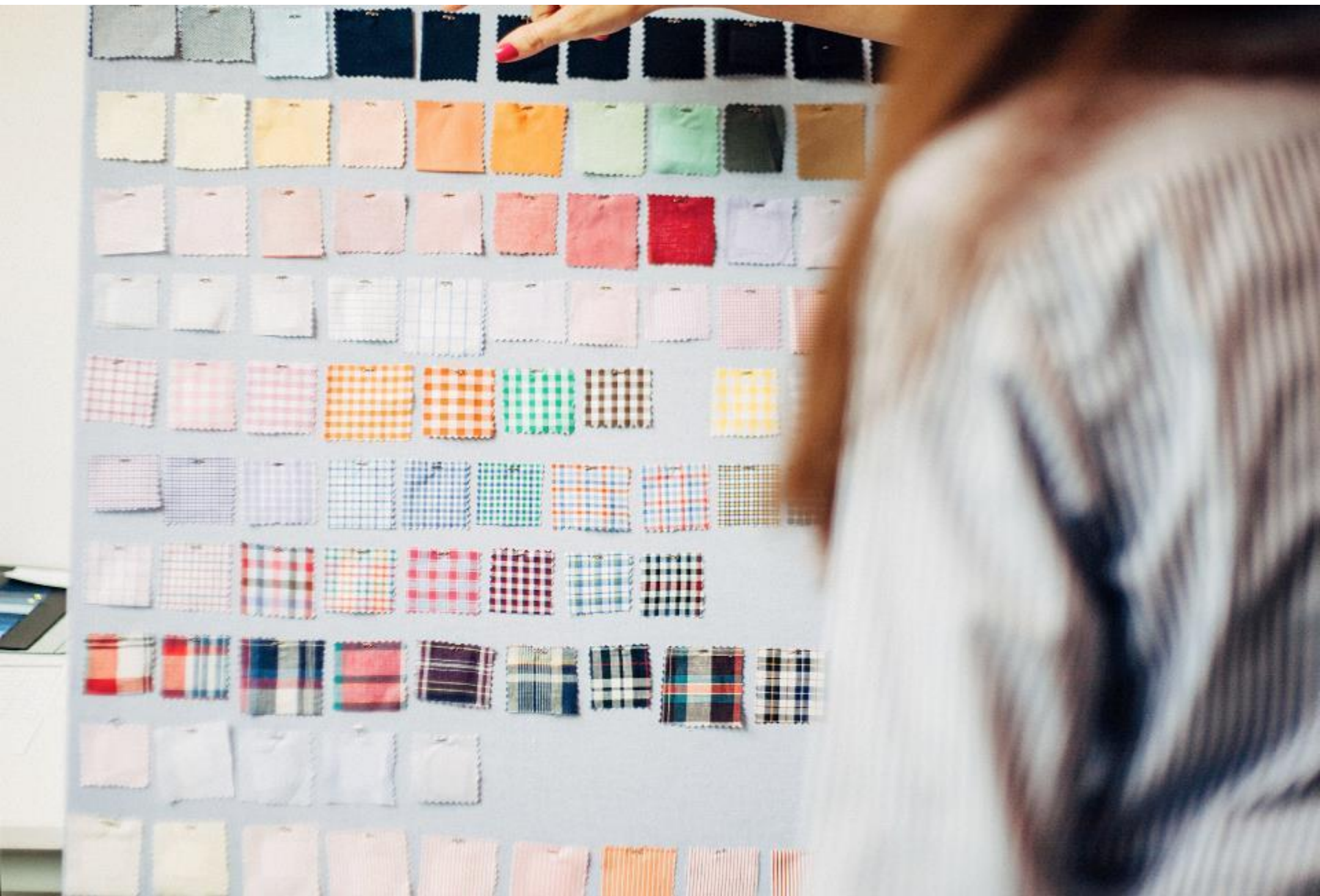






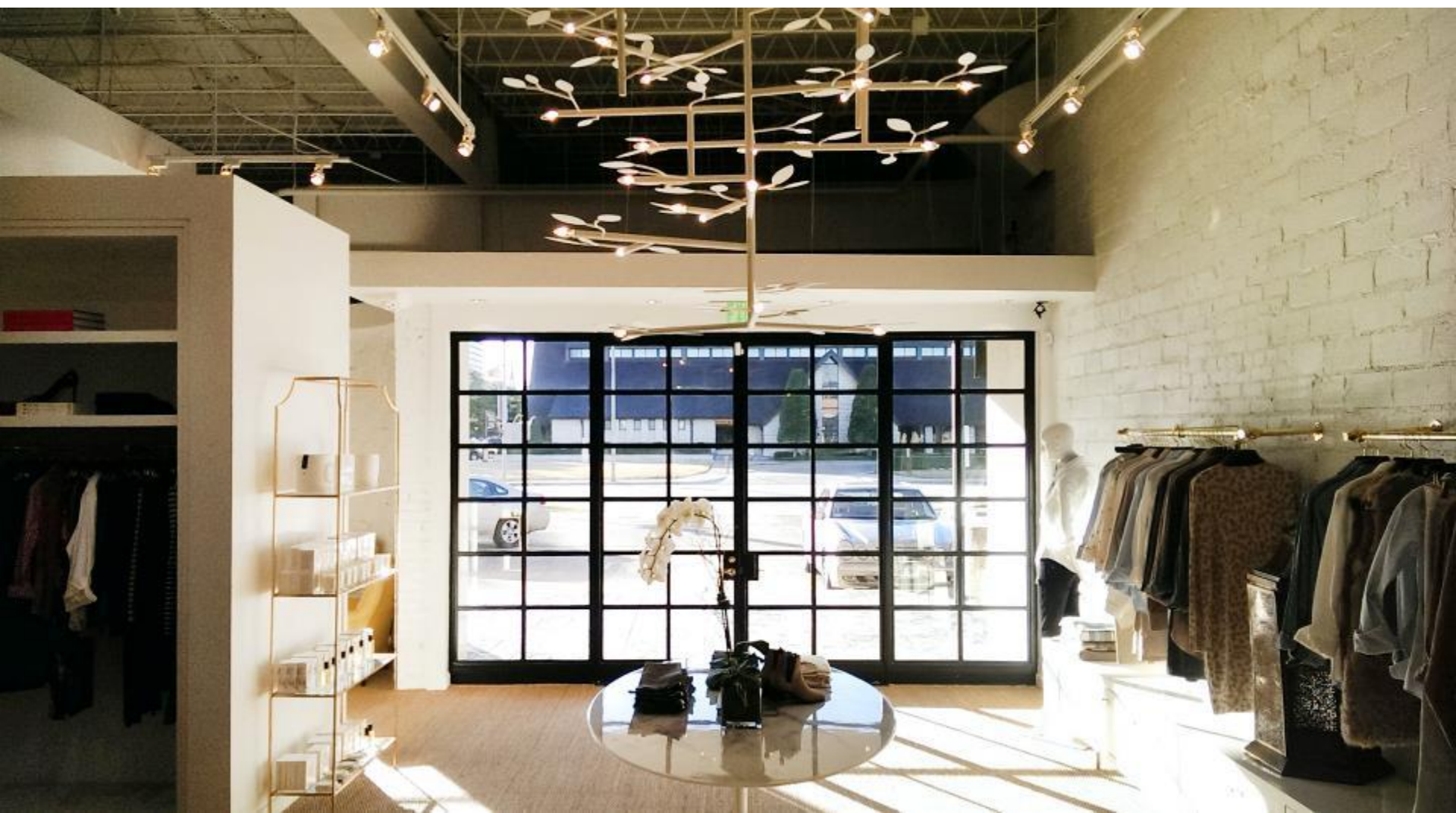
































SID MASHBURN











CAMPAIGNS



Esquire

Condé Nast Traveler



Not department stores. Not discount stores. Not company stores that sell only one brand or chain stores that fill up suburban malls. We mean stores—specialty stores, if you want to get technical about it—the one-of-a-kind operations with smart salesmen and surprising options and the kind of service that makes you wonder why you'd ever settle for anything less. **Coast to coast, these are the best of them right now.**

1/Sid Mashburn

Atlanta; est. 2007

Notable stock: Barbour, Globe-Trotter, Incotex, Edward Green, Levi's

There weren't many worse years to launch an ambitious clothing store than 2007—1928? 2001?—but you wouldn't know it stepping into this refuge for men on Atlanta's west side. Mashburn, who worked as a designer for three decades at J. Crew, Ralph Lauren, and Lands' End, wanted to create something like a "true men's club without the air of exclusivity or pretentiousness," so along with his wife, Ann, he set up shop and stocked the space with clothes, couches, booze, and enough vinyl to keep the record player spinning. "We play records all day long, not so much to encourage shopping as to make it a fun place to hang out," Mashburn says. "Stay for a drink, browse records, play a round of ping-pong. When I was growing up in Mississippi, the coolest radio station was one that played a little bit of everything, and it's a philosophy we've tried to bring to everything we do." A good bit of Italian and American tailoring, a ton of preppy-skewing sportswear, some bench-made English shoes, all merchandised together and offered with free lifetime alterations. "Every record," like every look, says Mashburn, "gets a turn."

• 1198 Howell Mill Road; sidmashburn.com



MUSIC TO BUY CLOTHES TO A recent playlist from Sid Mashburn:

Willie Nelson, "Time of the Preacher" • Sam Cooke, "Jesus, I'll Never Forget" • Paul Simon, "Was a Sunny Day" • The 5th Dimension, "Stoned Soul Picnic" • James Brown, "The Payback" • Neil Young, "Cinnamon Girl" • Todd Rundgren, "I Saw the Light" • Grateful Dead, "The Golden Road (to Unlimited Devotion)" • Jackie Lomax, "Bour Milk Sea" • The Specials, "A Message to You Rudy" • Bob Dylan, "On a Night Like This" • Bo Diddley, "Sixteen Tons" • Stephen Malkmus & the Jicks, "Gardenia" • Brian Eno, "Needles in the Camel's Eye" • Stevie Wonder, "Happier Than the Morning Sun" • Marvin Gaye, "Come Get to This" • Lowell George, "Cheek to Cheek" • The Beta Band, "Dry the Rain" • J.J. Cale, "Call Me the Breeze" • Link Wray and Joey Velz, "Fire and Brimstone" • Miles Davis, "Concierto de Aranjuez (Adagio)"



Badowers stocks more than 200 men's shoes at any given time.

2/Badowers

Des Moines; est. 1950s

Notable stocks: Todd Snyder, Baldwin Denim, L.B.M. 1911, Eton, Steven Alan, Billy Reid

The key to this 60-some-year-old's stamina is that many of its better-selling brands right now barely existed 6 years ago, much less 60. For any store (or man) to last, it has to evolve, and Badowers has come a long, long way from its roots as a suit shop founded by a

SHOPPING-BAG TYPOGRAPHY BY MARTA CERDA ALMEIDA; ILLUSTRATION BY BARRY FALLS

WHERE WHAT HOW

DARK JEANS, BLAZER, AND PASHMINA
It's my travel uniform. I feel put-together, I'm warm on the plane, and have pieces that I can re-wear on my trip—dressing them up or down.

HEELED SUEDE BOOTS
Perfect for chilly days or light rain and much easier than packing heavy rubber boots.

FLATS
Great for running around town and bike riding (if I'm lucky!).

SHIRTS
T-shirts (long- and short-sleeved), button-downs, and maybe a knit polo—great on their own and easy to layer under a blazer if it gets cool.

COTTON HEAD SCARF AND SUNGLASSES
They take up no space and are easy ways to glam up a daytime look.

CASHMERE TURTLENECK SWEATER
This is key; it's warm but can also look resort-ready in March with white jeans. (And by the way, never wear white jeans on a plane; they'll get filthy.)

Love her look? For Mashburn's warm-weather packing list, download our digital edition or visit cntraveler.com/shopping-style.

TRAVEL ARSENAL

ANN MASHBURN

The owner of two eponymous clothing boutiques, in Atlanta and Houston, Mashburn is constantly on the go—traveling between stores, going to Milan, Paris, and London for work, and squeezing in the occasional vacation. As a result, she says, "I have packing down to a science. I always pack what I feel most comfortable and most like myself in, which means I end up taking practically the same thing on every trip." Here's what's always in her suitcase. —Rebecca Misner Photos by Jennifer Causey

NOTABLE MENTIONS

“Sid Mashburn is among the new order... today’s power players [that] have one thing in common...they have changed the way we see fashion in the 21st century.”

– **The New York Times**

“Mashburn is a stand-out among a new wave of retailers- a place not just for commerce, but where consumers want to spend time, take in a distinctive point-of-view and be presented with a well-edited merchandising message.”

– **Bloomberg**

“Southern charmer and tastemaker Ann Mashburn is known for her American-classic meets Parisian-chic tomboy style that makes us want to act on her every recommendation.”

– **Martha Stewart Living**

“Sid and Ann Mashburn are walking advertisements for their stores, two of the best appointed options for men and women in the entire country.”

– **Southern Living**

“Sid Mashburn is a retail legend in the South. As soon as you see [him], you understand why he is in the right job: he has an easy manner, he’s funny, he takes in the detail of everything and anyone around him- and he looks good.”

– **Monocle**

“Ann Mashburn preaches the gospel of self assurance through good style at her eponymous boutique.”

– **Veranda**

AT SID MASHBURN, NO SARTORIAL NEED — HIGH OR HUMBLE — GOES UNMET. BY SANDRA BALLENTINE

13. His bag of choice, Filson's oiled-cloth tote (\$98), is "kind of like a golden-era movie star — rugged and classically handsome." ■

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We have a girl crush on Atlanta shop owner ANN MASHBURN, whose tomboy-chic style makes us want to act on her every recommendation, from the perfect turtleneck to the best lentils.

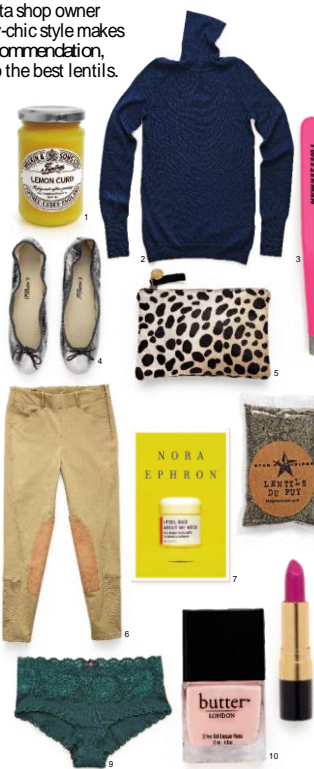


HOME BASE: Atlanta
OCCUPATION: Designer, owner of Ann
Mashburn boutique, mother of five
BACKGROUND: Sits in the fashion
departments of *Vogue* and *Glamour*.
Stylist for J.Crew.

LATEST PROJECTS: Expanding her line of smartly designed basics and settling into her new, larger store next door to husband Sid Mashburn's legendary menswear store.

STYLE: Pared down, pretty, and preppy, with a quirky edge.

FASHION PHILOSOPHY: "We don't need a lot; we just need the right things."



her favorite
things

1. Ann Muehlborn loves
Wilkins & Sons Tiptree
lemon curd on ice cream,
[http://www.tiptree.com](#), \$17.
[treetheirshoppe.com](#)

2. "On a recent trip to
England," I wore this chic,
sassy dress from the
day," she says. \$165. [amy.mashburn.com](#)

3. "I've been these bright
Twiceasmart tweezers in
the bag. \$250. [mayores.com](#)

4. "I love the way it fits
and adds Italian flair to
minimalist American style."
\$175. [amymashburn.com](#)

5. "I have a lot of things in
small quantities!" she says
of this walk-cum-clutch.
\$198. [twiceasmart.com](#)

6. "I'd probably wear these
Aria riding pants as a
chic alternative to leggings."
\$195. [twiceasmart.com](#)

7. "Mora Ephron's writing
is a breath of fresh air—
funny, smart, and true!"
says Mashburn. \$16. [amy.mashburn.com](#)

8. "The signature dish: brat-
tened pork chops, po-
tatoes, and lentils." \$7.75
per plate. [starprovisions.com](#)

9. "Cecilia had parts in
many films, so we made
a close-fitting dress." [\\$38.50](#).
[shopceciliablog.com](#)

10. "She has a sense of
humor like the author
I adore," Mashburn says,
"but I like the natural look
of Butter London's Pink
Lips Lipstick." \$14.
[laphora.com](#)

11. When she saw Ronald's
grandmother, she was
in Wild Orchid on a friend's
grandmother, she im-
mediately bought a tube.



STYLE SPY









MAN UP
Owner Sid Mashburn. Right: Sid with his staff.

SID MASHBURN
THE NEW SHOP

Southern Comforts

Dapper Atlanta shop owner Sid Mashburn stocks his store with rare essentials—day-glo pocket knives included.

GROWING UP IN MISSISSIPPI, I SPENT every bit of money I earned from my after-school job on gas and clothes," says Sid Mashburn, who runs an eponymous haberdashery in Atlanta. The store's selection, he admits, skews traditional. There are racks of Sartorio suits next to stacks of 855 Levi 501 jeans and Tretorn sneakers. "The difference is in the way we assemble our clothing—always with a wink." For proof that Mashburn, who previously designed for Ralph Lauren and J. Crew, doesn't

take himself too seriously, one need only set foot in the sprawling space, which is equal parts old boys club (there's a ping-pong table, and Negra Modelos are on the house) and hunting lodge (deer heads line the entryway). "At the end of the day, I want to design and sell clothes men can live their lives in," he says. Case in point: One of his employees moonlights in a local band and wears a classic Sid Mashburn two-button wool suit for every performance—finished with a pocket square. **NK.**

1. SPREAD-COLLAR SHIRT
"We do two kinds of shirts: a sport shirt and a dress shirt. Our dress shirts have a stiffer inner lining at the collar, and the cuff button is a bit higher to accommodate a bigger watch. The cut on both styles is the same; we like our clothes cut to the body. My wife Ann, who runs a shop next door, developed a similar style for women." (\$145)

2. BRASS BUCKLE BELTS
"I came across a wax carter in Massachusetts who finished belt buckles by hand. There's no lacquer on the buckles, so they'll naturally turn. I like the idea of leaving it up to the guy who wears this belt to distress it on his own." (From top: Leather belt strap, \$60; brass horned buckle, \$75; alligator belt strap, \$325; brass plaque, \$75)

3. TWO-BUTTON WOOL SUIT
"We still carry suits from Canuso, but I spent four years developing a suit—for under \$1,000—for the Sid Mashburn label that could be worn down here or up in New York. The fabric is a beautiful two-ply wool from England, and it's finished with horn buttons. We have an in-house tailor who can work to make this, or anything else you bring in, just perfect." (\$995)

4. DOUBLE-MONK STRAP SHOES
"Since my days at J. Crew I've been on a quest to dress a man from head to toe. I started designing shoes around the time I opened the store and have been refining our selection ever since. This is one of our best-sellers. They're slightly larger than the original pocket knife, which means you can't take this on an airplane. We're big on day-glo; anything that combines heritage with neon gets a spot on our shelf." (\$205)

5. LAGUIOLE POCKET KNIVES
"I've been a fan of Laguiole as long as I can remember. I saw one of the early designs by Philippe Starck and started collecting them. They're slightly larger than the original pocket knife, which means you can't take this on an airplane. We're big on day-glo; anything that combines heritage with neon gets a spot on our shelf." (\$205)

sidmashburn.com

IT'S FASHION WEEK

Thursday Styles

The New York Times



Today's power players have one thing in common: whether part of the establishment or nascent forces, they have changed the way we see fashion in the 21st century.

By ERIC WILSON and GARY WOLSTEN

For much of the 20th century, the wearing of a fancy dress gave a fairly accurate reading of power in the business hierarchy. The gross-up one with, outsiders in the office, others and buyers practiced reality from their own roles.

But so much has changed in the new millennium—the great online migration, Twitter's economic as a leading force of popular culture, a driving new generation of young designers and the explosive growth of social media—that power can no longer be measured solely by where you sit.

In fact, the players have changed, and sometimes in subtle ways. There's a new class of power player, as when Anna Wintour, already at the top of the personal, social and fashion hierarchy, is coming on an annual night out for shopping, all the while rebranding herself as a fashion philanthropist, not the queen who reigns from the shadows.

There are others who have unexpectedly become forces. It is now possible that the junior accessories editor sitting in the third row has a bigger voice than the editor in chief, or that the teenage blogger outweighs the established fashion critic who spent decades clearing her way up, just to

get to the middle. So much competing noise, from people and devices, has altered the perception of who really takes precedence.

To have power in fashion today means to have real impact, the kind that doesn't merely move an industry, as opposed to merely moving merchandise. It was this vision that The New York Times considered in our series when writing out to define a new power circle.



SID MASHBURN
There's the normal way to wear a double-breasted suit, and then there's the Sid Mashburn way—top strap open, flying loose—which is, naturally, the better way. So it goes with Mr. Mashburn, the owner of an Atlanta store and clothing line that bear his name and are designed to outfit the Southern gentleman while underscoring that that town is evolving. Specimen and nature, with tailors working intently to back the dressing moves, the store stocks looks (Italian sport coats, some sport coats, some modern, white knicks, three double-breasted) that can tackle a range of circumstances with equal panache: what to wear to an art auction, to a pig pull, to church. They



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Browsing
The year has been a good one.



look great on Twitter, too, where Mr. Mashburn is a talk show of the men's wear world.