

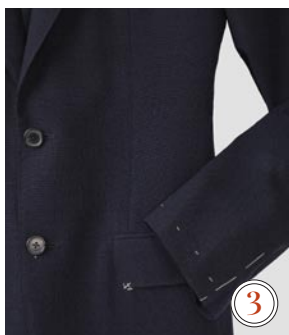
STYLE & SPY



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



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 \$55 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. **N.K.**

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 caster 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 Caruso, 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 bench-made in England. It dresses up a pair of jeans and makes a suit look more interesting, particularly if you opt to go sockless, as I do." (\$595)

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