

Haute Design: Jonathan Adler Makes Southern Debut

Posted By Elissa Rosen on March 11th, 2011



Jonathan Adler has chosen the Westside Urban Market of Atlanta in the burgeoning design-centric district for his 14th boutique. Rumors had been swirling around town for a while that the *Happy Chic* designer and host of Bravo's *Top Design* was scoping out Atlanta for his next namesake boutique (his others are sprinkled throughout NYC, Boston, Los Angeles, Chicago and Miami). But, now it is a done deal and the store is set to be open on March 25th. Can you think of a better way to celebrate the beautiful spring weather?

Located next to Aquaria del Sol in a reclaimed building in the Westside Urban Market, the 3,000 square foot store will stock all of Jonathan Adler's "Happy Chic" collections and exude Adler's contagious and joyful philosophy. Look for all of his punchy home accessories, modern furniture, contemporary lighting, candles and other groovy pieces for the modern Atlanta home. The store will also feature his new collections (the ones that Atlantans could just drool over in the magazines), including an array of bedding and juniors accessories. They will also be able to accommodate registries.



So for this spring, step out of your comfort zone and add some pizzazz to your home. We could all use a little grooviness in our lives. And with Adler's philosophy of creating a "happy home" through the design, we will find just that...and more.

To celebrate Jonathan Adler's Southern Debut, some of the neighbors, including artist Todd Murphy, are hosting a grand opening party on March 31st at the boutique. And most fittingly, SCAD will be sponsoring the invite-only soiree.

[Jonathan Adler](#) will be located at 1198 Howell Mill Rd. Atlanta