

Green Hills to add a Vineyard Vines clothing store

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Upscale clothing retailer [Vineyard Vines](#) will open a store at The Hill Center in Green Hills in February, the company announced today.

The company got its start on Martha's Vineyard and mostly has locations on the East Coast. It is partnering with Memphis retailer [Oak Hall](#) on the concept.

Its Nashville store will be 2,800 square feet.

More from a news release:

*Brothers Shep and **Ian Murray**, CEOs and co-founders of Vineyard Vines, ... have again partnered with the Levy family of Memphis, Tenn., owners of Oak Hall and vineyard vines by Oak Hall, to open a store in Nashville. ...*

The new store marks the second retail venture between the Murray and Levy families. They first partnered in 2007 to open a store in Memphis and the collaboration of the Levy family's generations of retail expertise and tradition paired with the classic and laid-back vineyard vines lifestyle, has proven a unique brand experience. ...

*Oak Hall, founded over 150 years ago by **Solomon Halle**, is currently run by fifth generation Bill and **Bob Levy** and sixth generation **Will Levy**. Shep and Ian anticipate that vineyard vines, established twelve years ago, will thrive off of the same retail and entrepreneurial spirit that exists within the Levy family.*

*"From the juke joints on Beale in Memphis to the honky tonks on lower Broadway in Nashville, we've found that our brand has an incredible following in Tennessee," says CEO and Co-Founder **Shep Murray**. "Thanks to our friends, the Levy's, and our loyal customers, we're now able to serve a whole new community. We look to the Levy's for their retail expertise and anticipate running another successful business together."*