



FOR IMMEDIATE RELEASE

Upscale clothing retailer vineyard vines® celebrates entrée into Nashville market with March 5 Grand Opening Celebration

Giveaways, good eats, music, a community donation and appearance by Founders Shep and Ian Murray kick off opening in style

NASHVILLE, Tenn. – Feb. 3, 2011 – Upscale clothing retailer [vineyard vines®](#) is celebrating the opening of its 2,800 square foot store located in the [Hill Center at Green Hills](#) with a grand opening bash on March 5 from 11 – 3 p.m.

Brothers Shep and Ian Murray, CEOs and co-founders of vineyard vines will greet the first lucky 750 shoppers with hats, Founding Whale T-shirts and koozies all customized specifically for the Nashville store. In addition to participating in the ceremonial “signing of the ties,” attendees will also enjoy appetizers and sweets including vineyard vines signature Founding Whale pink cookies.

Further, a donation of 10 percent of the entire opening day’s sales will be donated to [Junior League of Nashville](#).

WHAT: vineyard vines Grand Opening Celebration – customized Nashville vineyard vines hats, Founding Whale T-shirts and koozies to first 750 shoppers, appetizers and Pink Whale cookies, live music and a donation to Junior League of Nashville

WHEN: Sat., March 5 from 11 – 3 p.m.

WHERE: Hill Center at Green Hills, 4015 Hillsboro Pike, Nashville (*next to lululemon athletica*)

vineyard vines is best known for its whimsical neckties and smiling pink whale logo. The company was founded in 1998 on Martha’s Vineyard when the Murray brothers cut their ties with corporate America and started making ties that represented The Good Life. In addition to signature neckwear, vineyard vines offers a variety of clothing and accessories for men, women and children.

The Nashville vineyard vines is the 12th retail store and the second 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.

The two family businesses seamlessly combine an established Southern institution with the classic New England lifestyle. Oak Hall, founded more than 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.

About vineyard vines®

[vineyard vines®](#), a company best known for its whimsical neckties and smiling pink whale logo, was founded in 1998 on Martha's Vineyard when brothers Shep and Ian Murray cut their ties with corporate America to start making ties that represented The Good Life. In addition to signature neckwear, vineyard vines offers a variety of clothing and accessories for men, women and children. Products are sold in over 600 specialty and department stores worldwide, through a seasonal catalog at 1.800.892.4982, online at vineyardvines.com and at 12 free-standing stores in Boston, Mass.; Edgartown, Mass.; Greenwich, Conn.; Mashpee, Mass.; Memphis, Tenn.; Nantucket, Mass.; Nashville, Tenn.; Palm Beach Gardens, Fla.; Southampton, NY; The Ocean Reef Club in Key Largo, Fla.; Washington, D.C.; and Westport, Conn.

About Oak Hall

[Oak Hall](#), one of the oldest retail stores in the country, is still run by the same family, has offered the finest quality clothing and exceptional customer service for 151 years, and has earned them a reputation as the premier purveyor of men's and women's clothing and accessories in Memphis and the Mid-South area.

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