



Boden picks Nashville for second U.S. location – Hill Center Green Hills store to introduce British brand to Tennessee

3.19.26

Hill Center Green Hills store to introduce British brand's warm-weather style to Tennessee

Read article on [Nashville Post](#).

London-based fashion retailer Boden has selected Nashville for its second U.S. location, with a summer opening at Hill Center Green Hills targeted.

The boutique brand debuted its first U.S. store in the Atlanta area in November 2025.

Boden will operate at [4025 Hillsboro Pike](#) at Hill Center Green Hills in the space formerly home to Kendra Scott that now operates at The Mall at Green Hills.

The 1,700-square-foot space to accommodate Boden will join retailers including H. Audrey, Veronica Beard and Oak Hall.

"We're pleased to welcome Boden to the Hill Center family," Jimmy Granbery, chair and CEO of H.G. Hill Realty Company, said in a statement.

"The brand's distinctive style and strong customer following make it a natural fit within our curated mix of boutique and national retailers."

Boden features bold colors and signature prints. Its designs lean preppy, with breezy, durable fabrics suited for everyday wear.

Johnnie Boden founded the company as a mail-order catalog in 1991 and still owns it today. The brand offers clothing for the entire family, including its children's line, Mini Boden. The Nashville store will highlight warm-weather dressing, with linen pieces and swimwear.

"The response to our Atlanta store exceeded our expectations and reinforced our belief in the power of physical retail," said Katherine Danneberg, chief commercial officer at Boden.

"Nashville felt like a natural next step — it's a vibrant, style-conscious city with a strong sense of community. We're excited to bring Boden to Hill Center Green Hills and continue building meaningful connections with our U.S. customers."