

All Decked Out

After years at J.Crew and West Elm, Bradley Odom pulled up anchor and opened dapper furniture and home-goods den Dixon Rye on the Westside.

| By Stephanie Smith |
| Photography by Steven Karl Metzger |

"I don't own a single piece of black in my wardrobe. Not even underwear," says Bradley Odom, the Mississippi-born owner of Dixon Rye (dixonrye.com) with indisputable Southern style. "It's always navy."

Chalk it up to his time spent at J.Crew—a brand that didn't sell black clothing for decades. It was inevitable the dark-blue hue would become entrenched in Odom's wardrobe. Citing Sid Mashburn and Billy Reid as some of his go-to guys for wardrobe staples, Odom's most beloved piece is a navy Macintosh overcoat from Steven Alan. Even his formalwear is navy. "I have a timeless navy shawl-collar tux, and I only wear it on New Year's Eve," he says, "but every Dec. 31, it feels brand-new to me."

His clothing isn't the only place the nautical color appears. "When we opened the store, there was a point during merchandising I said, 'I think we may have overdosed on navy.'" On the other end of the color spectrum, the SCAD-grad owns enough white shirts to give designer Marc Jacobs a run for his money. "There's nothing like a white crisp shirt. I have so many because if you wear them over and over again, they yellow," he says.

Odom's wardrobe accoutrements usually involve colorful bow ties (he owns 48) and classic well-made shoes (worn without socks), such as a favorite pair of monk straps from Cobbler Union in Inman Park. "Quality is first. I've spent more than \$600 on a pair of Ferragamo shoes, and 10 years later, they still look brand-new," shares Odom. The lesson served him well, and those shoes confirmed his belief in something he's now built into the ethos of Dixon Rye: Buy better quality, fewer things for the home. "You may pay more up front, but we make things built to last," he says. "It's the same with clothing."



◀ True Blue

"There's nothing like a white crisp shirt, jeans and a navy jacket," says Odom. Navy suit jacket, shirt and pocket square, all by J.Crew; glasses by Warby Parker.

► **Buckle Up**

"I love a good belt. It adds the right amount of pop to throw off an otherwise classic look," says Odom. Vintage metal toothpicks in a wooden bowl are props set on the bar at Dixon Rye for Rye Time, a Friday post-work moment for clients who come in and enjoy artisanal rye, bourbon or "whatever we're crushing on at the moment," says Odom. *Handpainted belts by Billykirk*



◀ **Tie One On**

"I have 48 bow ties," admits the Dixon Rye owner. "Some are vintage; some are J.Crew; and others are by Otis James, this great guy in Nashville." The monk-strap shoes are a favorite of Odom's and made in Spain by Cobbler Union, which has a store in Inman Park. "They're really comfortable," he says about the small-batch shoemaker's wares. As for the bag: "It's my only monogrammed piece, and it was a gift from my mom. It travels with me wherever I go."

▼ **Earn Your Stripes**

Odom has several navy-and-white-striped sweaters he wears with white jeans. *Sweaters by Billy Reid and Wallace & Barnes*

