



## White's Mercantile to open in Hill Center Green Hills

**NASHVILLE, Tenn. – July 18, 2019** – [White's Mercantile](#) is opening its seventh location at [Hill Center Green Hills](#), Nashville's premiere mixed-use lifestyle center comprised of retail, dining and office space.

Known as "A general store for the modern tastemaker," White's Mercantile is the brainchild of singer-songwriter and native Nashville gal, Holly Williams. Named after Williams' maternal grandparents, Warren and June White, who owned a mercantile in the late 1800's, Williams blazed a trail when she opened her first location in an iconic old gas station in Nashville's 12 South neighborhood. The store quickly became an absolute must-shop destination for locals and visitors alike.

Those familiar with the brand will find much of the same enthusiastic curation of beautiful things plus essentials for great gifts, and will be thrilled to find some new lines alongside some exciting in-store programming at the new Hill Center Green Hills location. Opening at the center just across the street from sister brand, H. Audrey, is the most personal project for Williams.

"As a little girl I spent many days running up and down the grocery aisles of H.G. Hill Grocery Stores! I'll never forget the amazing haunted house they had at Halloween, or the delicious lunches my mom, sister and I shared across the street at Miss Daisy's," said Williams. "This new White's location is sitting where Miss Daisy's was, and H. Audrey is on the old grocery store grounds. It's indescribably special for me to be now working in a place I've been visiting since 1984. I have so many magical memories from this area!"

The Green Hills location, which anticipates opening on or around July 25, represents the newest location with other White's Mercantile stores in Charleston, South Carolina, Louisville, Kentucky, New Orleans, Franklin, Tennessee; Wilson, Arkansas. Additional stores will open in early 2020 in Alabama and Florida.

"We are thrilled to have Holly open a White's Mercantile at Hill Center Green Hills," said Jimmy Granbery, chairman and CEO, H.G. Hill Realty Company. "Similar to our family-owned company, her family's roots run deep and it's heartening to hear her fond memories of the area.

Similar to her 12 South and Franklin locations, we expect the store to become a favorite for both tourists and locals.”

### **About Hill Center Green Hills**

Located in Nashville's most desirable shopping destination, Hill Center Green Hills is a mixed-use 240,000 sq. ft. outdoor, lifestyle center anchored by Anthropologie and Whole Foods with more than 20 specialty shops and three restaurants. Discover an array of boutiques including Oak Hall, The Cosmetic Market, H. Audrey and Billy Reid alongside nationally recognized retailers Pottery Barn, Pottery Barn Kids, lululemon athletica, Vineyard Vines, West Elm and more. Dining options include California Pizza Kitchen, Pei Wei and Zoës Kitchen. Visit [www.hillcentergreenhills.com](http://www.hillcentergreenhills.com) to learn more.

### **About H.G. Hill Realty Company, LLC**

H.G. Hill Realty Company has been growing with Nashville since 1895. What started as a grocery store business has evolved into a privately held real estate portfolio of more than two million square feet. Ushering in a new era that began in 1993 with the sale of the grocery store operations to independent owners, the company's mixed-use lifestyle centers may be found throughout Nashville and surrounding areas. Setting the standard for innovative design and development, the company's flagship center, Hill Center Green Hills – and its development team – have received numerous awards and recognition for excellence in built environment/urban design, landscape design and sustainability practices. Recognition has been received by [NAIOP Nashville](#), [International Council of Shopping Centers \(ICSC\)](#), [Tennessee Chapter of the American Society of Landscape Architecture \(ASLA\)](#), [Urban Land Institute's \(ULI\) Nashville District Council](#), [Nashville Business Journal](#), [Nashville Post](#), [Metro Nashville Tree Advisory Committee](#), and more. For more information, visit <http://www.hghill.com>.

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