

# HOMEFINDER

STYLEMAKER

## Designer mixes old, new materials

Dixon Rye features Southern style, raw and refined looks.

By Linda Jerkins  
For the AJC

Atlanta interior designer and retail veteran Bradley Odom has a new gig: He is the owner and curator of Dixon Rye, a new home and design store on the city's trendy West side.

**The designer & background:** The grandson of an upholsterer, Odom grew up in Mississippi and graduated from SCAD Atlanta with a degree in interior design. A retail veteran, Odom worked more than 20 years with such national brands as J. Crew and West Elm, before opening his store.

**The company:** Dixon Rye opened last October in the former Ironworks International location in West Midtown, at 1085 Howell Mill Road N.W. The store, with its high ceilings and industrial character, offers furnishings, accessories (from lighting and tableware) and interior design services.

**The company name:** We wanted the name to have Southern influence without being "hokey." Dixon was taken from Mason Dixon (Line). Rye was inspired by the book, "Catcher in the Rye," or whiskey, depending on who you ask.

**First design job:** At age 12, he frequently would rearrange his mother's living room whenever she went out.

**The main goods:** Home furnishings by Los Angeles-based Sabin, an



The airy store, which features exposed ceilings, industrial wood beams and steel trusses, offers a mix of raw and refined pieces. Industrial lighting is a signature Dixon Rye look. CONTRIBUTED PHOTOS BY SARAH DORIO

exclusive line of French pottery from Astier De Villatte in Paris; photography by Jefferson Hayman; and custom upholstery designs by Odom.

**Other favorites:** Custom lighting (pendants and floor lamps) from Atlanta's Little Artifacts; paintings from NG Collective in Atlanta; and abstracts by Michael Matasick, a SCAD alum.

**Popular gift items:** A large assortment of ceramic dinnerware pieces (\$100 to \$400); candles by French perfumer Mad et Len (\$90 to \$115); and handmade throws from Barcelona (\$190 to \$300).

**Always on the hunt for:** Unique pieces that could become a conversation or statement piece in a client's home.

### Favorites

**■ Atlanta-area home stores/showrooms (other than my own):** R Hughes, Pieces and South of Market.

**■ Instagram:** Jeffrey Dungan, Steven Gambrel, Rose Tarlow, Richard Haines – and Atlanta's Sid Mashburn.

**■ Magazines:** Shelter magazines, especially the UK versions. Also Veranda, Elle Décor and Garden & Gun.

**Design pet peeves:** Poor acoustics in restaurants.

**Design obsession:** Juxtaposed materials. I love mixing something luxurious as cashmere or wool with a raw leather stitch. Or metal juxtaposed with leather or wood.

**New (or re-emerging) looks I like:** Trim! It's not



Designer Bradley Odom is the owner of Dixon Rye, a new home store in the Westside Ironworks development.

a new idea, but it adds another layer, and it is an easy way to add a pop of color.

**Most unusual request:** A client who had

purchased a home wanted us to replicate what another designer had done for the previous home owner. We told her we weren't a good fit. We like

to come up with designs based on the way our clients live in and use their spaces.

**Biggest design mistake I have made:** Not considering the amount of natural light in a space. Light can change a paint color, bleach fabric and alter the mood of the room.

**... and mistake homeowners make:** Not considering the scale of the pieces in a room, such as lamps that are too small for the table they sit on or a chandelier that overpowers a room.

**Latest projects:** Remodeling a family farm home in Buckhead. This project includes the main house, the pool house and the outdoor pool area. We are also designing a few custom pieces, including a dining table that seats 16.

**My personal style:** Is very much reflected in Dixon Rye. I like navy. Also mixing old and new materials.

**Favorite pieces in my home:** A nude figure sketch that I bought in Europe. Also my coffee table that I found at a flea market in Atlanta. It needed a new glass top and a little paint and lacquer to the base.

**What's new (or next):** Working to expand our private label designs, plus our pillow and lighting collections. Also, since I recently sold my home, I am on the hunt for a place closer to my store.

### Where to find Bradley Odom and Dixon Rye:

**■ Website:** dixonrye.com

**■ Facebook:** DIXON RYE

**■ Instagram:** Dixon\_Rye