

Everything you need to know about South End's Atherton development

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By [Brianna Crane](#) | January 11, 2021

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Thirty of 32 retailers and restaurants and NOVEL Atherton apartments are now open at Atherton Mill in South End.

Why it matters: When national retail developer [EDENS](#) purchased Atherton Mill in 2006, they had big plans for what they felt could be the new center of gravity for South End.

Their bet paid off. Atherton is now 116,000 square feet of top-notch dining, shopping and entertainment that continues to drive development in the area.

Layout: Atherton is made up of three buildings located between South Boulevard and the Rail Trail. The single-story brick building, home to Free People and O-Ku, is the original property. The newest building running along South Boulevard has an apartment complex stacked on top, and Legion Brewing's highly anticipated Trolley Barn Fermentory will be in a two-story building behind it.

Opening soon:

- The Eagle – Fried chicken restaurant with Southern sides, craft beer and live music. It opens in January.
- Legion Brewing's Trolley Barn Fermentory – Expect indoor and outdoor seating, a second-floor mezzanine, and patio with unobstructed views of Uptown Charlotte. Expect it to open late spring, early summer 2021.

Open now (original building):

- Not Just Coffee
- O-Ku (No. 1 sushi restaurant)
- Big Ben (English-style pub)
- Anthropologie
- Free People
- Brideside (Chicago-based bridesmaid dress retailer)



- Alton Lane (custom menswear)
- Living Kitchen

- Bookout Blooms (flowers)
- Society Awards
- Savory Spice Shop
- Sola Salon Studios
- Vin Master (wine shop)
- Warby Parker
- Society Social – Furniture store that specializes in punchy custom designs made in-house and gifts for interior design lovers and people who love hosting.



Warby Parker

Open now (new building):

- Uniquities – This women’s boutique is comparable to Monkee’s in terms of helpfulness/friendliness of staff, price point and variety of cool-girl brands (including Loeffler Randall, Rag & Bone, Misa, Citizens of Humanity, Amanda Uprichard, AG).
- Madewell – Size-inclusive women’s clothing store known for their denim and easy-to-wear, laid-back style.
- Arrow – Cool barbershop that offers haircuts, shaves, and beard trims — and a free beer with your service.
- Barry’s – Trendy, high-intensity, interval-based workout class that can help you burn up to 1,000 calories per session.
- Drybar – Salon that only does blowouts and updos, and that has incredible hair products.
- Bonobos – This men’s retailer features everyday wear, suits, swimwear and golf apparel.
- Lululemon – Fitness and lifestyle clothing brand for men and women.
- Sephora – High-end makeup and beauty retailer that carries some of the best brands in the business.
- Indaco – This highly rated Charleston-based Italian restaurant specializes in pasta, pizza and cocktails.
- West Elm – They have furniture bedding, and other home goods with a contemporary design.



- Cava – Build-your-own Mediterranean bowl and pita concept.

- The Golden Carrot – This jewelry store carries a curated selection of whimsical jewelry from multiple independent designers.
- Las Olas – Charleston-based bathing suit shop with bikini separates priced around \$100.
- OVME – Medical spa specializing in Botox, CoolSculpting, dermal fillers, and laser hair removal.
- Boem – Local boho-chic boutique with brands like Free People, Wooden Ships, Show Me Your Mumu, Blank NYC, etc.



The Golden Carrot

