

GIGI PIP



TWO ROADS

Gigi Pip and Two Roads Hat Co. to Open at Nashville Yards

*Leading hats and headwear brands to open experiential shopping destination in the base of
The Everett residential tower*

NASHVILLE, Tenn. – (October 10, 2024) – Southwest Value Partners, the owner and developer of Nashville Yards, today announced that [Gigi Pip](#) and [Two Roads Hat Co.](#), renowned purveyors of stylish hats and headwear, will open at Nashville Yards in March 2025.

Gigi Pip was founded by Ginger Parrish in 2015 when Ginger, a designer, wife and mother to three boys, struggled to find quality classic, minimal hats made for women and decided to launch her own line. Nearly 10-years later, Gigi Pip has become a nationally renowned purveyor of stylish, confident headwear. During that time period, the company has added accessories, including bags and sunglasses, and launched its menswear line, Two Roads, in response to growing interest from men in its timeless designs, modern aesthetic, and approachable price point. This store will be its first flagship location outside of Salt Lake City.

[Click here to view renderings of Gigi Pip and Two Roads at Nashville Yards.](#)

“Nashville Yards is the ideal place for Gigi Pip’s flagship store, as it sits in the heart of Music City,” said Parrish. “We have an amazing customer base in Nashville and are thrilled to be opening our doors here full-time. We’re blending our full product line with exclusive offerings and a world-class custom hat bar that most Gigi Pip customers have yet to experience!”

Gigi Pip and Two Roads will together occupy more than 2,000 square feet at the base of [The Everett](#), one of the development’s two highly anticipated Class A+ residential towers. Each store will have its own entrance and will be connected by a custom hat bar, a unique shopping experience through which both individuals and groups can work with an expert to customize their hat style, size and shape, and unique accessories. Both Gigi Pip and Two Roads, which will face the development’s state of the art music venue, [The Pinnacle](#), also plan to host a variety of curated events for clients with live music performances.

“Gigi Pip and Two Roads are known for their classic, timeless hats, and the cool, confident vibe of their loyal customers,” said Cary Mack, Managing Partner, Southwest Value Partners. “Ginger and Jon Parrish have a terrific vision and two unique brands that are a great fit for

Nashville Yards. We are excited to have them on board and as they bring what will be destination shopping experience to Music City.”

Gigi Pip offers a variety of fashion-forward hat styles and shapes for women, including wide and short-brim styles, felt and straw hats, fedoras, ballcaps, and beanies. The brand’s accessory lines, including sunglasses and bags, are all thoughtfully designed to be paired with its hats. Two Roads Hat Co, originally designed for men with a growing attraction amongst both men and women, are named after hip and “off-the-beaten-path” locations across the U.S. and around the world in the spirit of adventure. This includes “The Elliston Rancher” named after Nashville’s Elliston Place.

“Few places cherish the culture and artisanship of hats like Nashville. We’ve known for quite some time that Two Roads and Gigi Pip need to be there,” said Coy Whitter, President of Two Roads. “We’re excited to bring the quality and craftsmanship of our brands to Nashville Yards, where locals and visitors alike will be able to enjoy our unique in-person hat shopping experience.”

Gigi Pip and Two Roads join the thriving community at Nashville Yards. Residential leasing is underway at [The Everett](#), which offers 361 one- and two-bedroom residences marked by top-tier amenities and stunning views. Nearby food and beverage options include the forthcoming [Culaccino](#), [Ocean Prime](#), [Earls](#), and [Fogo de Chão](#) restaurants along with [Crisp & Green](#), a health-conscious fast-casual option, and [The Urban Juicer](#), both already open in the base of Amazon Tower 1.

Additionally, visitors to Nashville Yards will also be able to enjoy the more than seven acres of open plazas, courtyards, and green spaces planned at Nashville Yards, including the Ascension Saint Thomas Landing. Nearby wellness offerings include [Orange Theory](#), which is located next to Crisp & Green in the base of Amazon Tower 1, and [Iconix Fitness](#), a high-end wellness and recovery focused fitness club slated to open at Nashville Yards in summer 2025.

Gigi Pip was represented by John Schisler of Ojas Partners, and Southwest Value Partners was represented by Carrie Bobb of Foundry Commercial.

For more information about Nashville Yards, visit [nashvilleyards.com](#). For more information about Gigi Pip and Two Roads, visit [gigipip.com/nashville](#) and [tworoadshatco.com/nashville](#).

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About Gigi Pip

Gigi Pip is a leading retailer of high-quality headwear, offering a diverse range of hats and accessories designed to empower individuals to express their unique style. With a commitment to craftsmanship and creativity, Gigi Pip has earned a loyal following of fashion-forward enthusiasts. Visit [www.gigipip.com](#) to explore their latest collections and discover the perfect hat for every occasion.

About Two Roads

Two Roads Hat Co. believes that nothing beats the overall presence that wearing a bold hat gives you. The right one makes it impossible to blend in. By focusing on top-quality craftsmanship, bold designs and fair pricing, Two Roads has empowered tens of thousands of people to take the stage in their own life. Visit tworoadshatco.com to learn more, get inspired and shop the brand's latest designs.

About Southwest Value Partners and Nashville Yards

Based in Nashville and San Diego, Southwest Value Partners is a privately held real estate investment company that invests in institutional quality real estate located in growth markets throughout the United States. Southwest Value Partners has a disciplined and high energy approach to asset acquisition, operating execution, value creation, and asset disposition. To learn more about Southwest Value Partners, visit www.swvp.com. Nashville Yards is a 19-acre project located in the heart of downtown Nashville. When complete, the project will be a walkable, urban community featuring high-end hospitality offerings, including the 591-room luxury Grand Hyatt Nashville and the newly renovated Union Station Nashville Yards; exceptional retail and restaurant options; a world-class 4,500 capacity concert venue, *The Pinnacle*, and entertainment offerings developed in partnership with AEG; and Class-A+ office towers and a creative office building anchored by Amazon Nashville and CAA, including a Class-A+ multi-tenant tower that will serve as the future headquarters of Pinnacle Financial Partners and Bass, Berry & Sims; residential living including more than 650 residences across two towers, The Emory and The Everett. The development will also offer 7+ acres of open plazas, courtyards, and green spaces, including the Ascension St. Thomas Landing. To learn more about Nashville Yards, visit www.nashvilleyards.com or follow @NashvilleYards on X and Instagram.

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Gigi Pip/Two Roads