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## FAMILY-RUN BUSINESSES ON THE MOVE

### H. Stockton decides it's better suited to Midtown

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*Staff*

Longtime, conservative menswear merchant **H. Stockton** is pulling up its downtown roots for greener pastures in **Midtown** -- and getting a makeover **to** go with it.

The family-owned business, which has three stores elsewhere in Atlanta, first opened its doors downtown in 1963, on Forsyth Street. The Stocktons moved the original shop several times before landing at the ground floor of the 191 Peachtree building, where for years the shop catered **to** the building's suit-buying attorneys and bankers.

But with the exodus of businesses from One Ninety One and surrounding office towers, there just aren't as many professionals downtown **to** dress these days.

"The retail energy is in **Midtown** now, and we want **to** be a part of that," said Chip **Stockton**, who with brother Court runs the clothier founded by their father, Hamilton. "There's a younger vibe."

The store is moving **to** the ultrasleek 1180 Peachtree tower, noted for the bamboo and pond in its Zenlike lobby -- and that means **H. Stockton** is giving its old-line decor a major face-lift. Out with the old Coca-Cola signs and leather luggage, in with the polished concrete and glass.

"**It's** not going **to** be your father's **H. Stockton**. The presentation is going **to** have a lot more sizzle," **Stockton** said.

The new 4,000-square-foot location, twice the size of the old store and located at the corner of 14th and Peachtree streets, will have room for an expanded "store within a store" for designer Robert Talbott, known **best** for luxury neckties. **H. Stockton** will also carry a small selection of women's items, such as handbags by Audrey Talbott.

**H. Stockton** will also bring in more contemporary, unstuffy and trendy items **to** woo the younger **Midtown** customer.

The store, opening in October, certainly is getting closer **to** its target clientele. **Midtown** is the epicenter of Atlanta's legal community -- in fact, it turns out that **H. Stockton** is following its former neighbor in 191, King & Spalding, **to** the 1180 tower.

Boutiques, restaurants and thousands of residential units have sprouted in the area, prompting the moniker the "**Midtown** Mile." Donald Trump has even jumped on board, with plans for two high-rise condo towers near the High Museum.

"There certainly seems **to** be a lot of celebration about **Midtown**," **Stockton** said. "We got our start downtown, and we've been at our current location for five years ... but now **it's** time for something new."

Photo

CHARLOTTE B. TEAGLE / Staff

Co-boss Court **Stockton** works with Harold Hershberg in the downtown store, which will move **to Midtown** in October.

Photo

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Court **Stockton** (foreground), of family-owned clothier **H. Stockton**, talks with store employee Harold Hershberg.