

ROCK N ROLL

THE ULTIMATE GUIDE FOR ALTERNATIVE BRIDES

BRIDE

ISSUE
46

ICONS

*THE THROWBACK
ISSUE: Looking back
to STYLES OF THE
PAST as you PLAN
YOUR FUTURE*

SEPT / OCT 2022

£5.99



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MEMPHIS

With Elvis hip-swivelling back into the spotlight with the release of Baz Luhrmann's latest blockbuster this summer, there's no better time for a rock 'n' roll honeymoon in Memphis! Music-lovers can brush up on this musical heritage at the legendary Sun Studio or catch a live show on Beale Street, while foodies will love the thriving culinary scene. A host of new boutique hotels have also recently opened, offering honeymooners a stylish stay in Tennessee's capital of cool.

When To Go

May is a great month to visit Memphis, as the air fills with music and the aroma of BBQ, with the Beale Street Music Festival and the World Championship BBQ Festival attracting first-class musicians and premier pitmasters.

Presley fans gather between the 8-16th August for Elvis Week (but be warned that Memphis can be a scorcher in the summer), while the Soulsville USA Festival in October celebrates the past, present and future of soul music.

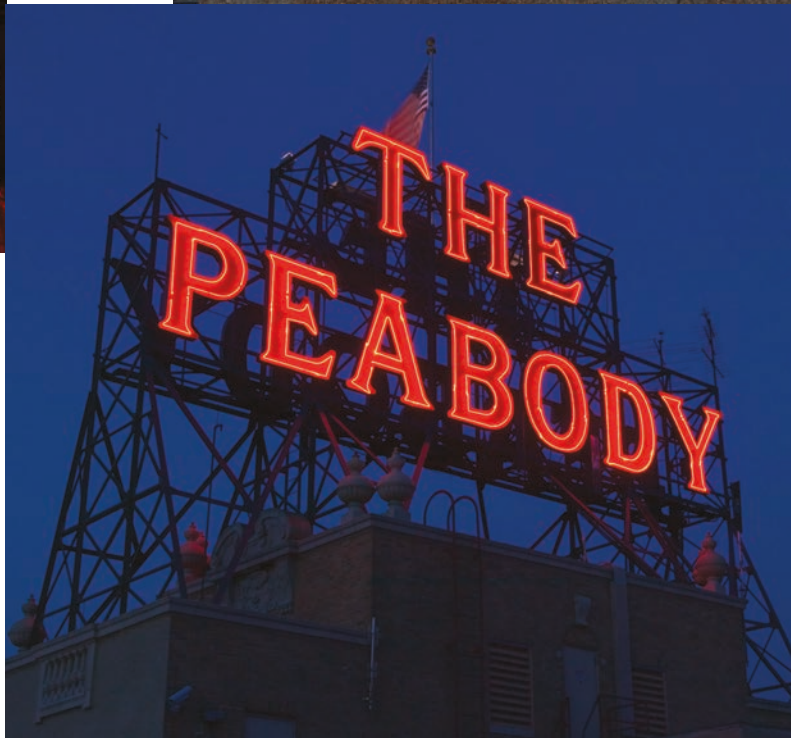


Where To Stay

The new-kid-on-the-block hotel opening is Arrive, located in the South Main Arts District. Guest rooms are packed with character and there's an in-house bakery and craft cocktail bar in the lounge where you can catch a band or try your hand at shuffleboard. Head to arrivehotels.com/memphis for more details or to book.

Just down the road you'll find another new-school arrival, the Central Station Memphis. Housed in a former train station, this boutique hotel plays on the city's musical history, with live DJs in the lobby, daily Memphis-themed playlists in the guestrooms and a listening lounge with over 500 vinyl records, all charting the history of the Memphis sound. Visit centralstationmemphis.com for all the vital info.

And for some grand dame glamour, stay at the iconic Peabody hotel, where ducks parade twice daily through the lobby to swim in the lobby's fountain! peabodymemphis.com has everything you need to know.





Eat + Drink

Breakfast like Elvis at the retro Arcade Restaurant (arcaderestaurant.com), where you can still grab a peanut butter and banana sandwich in Presley's favourite booth.

Be sure to stop off at The Beauty Shop in the hip Cooper Young neighbourhood. Once an actual beauty salon frequented by the beehived Priscilla Presley, it's since become the place to be to sample elevated southern cuisine, surrounded by vintage hooded Belvedere hair dryers.

The best BBQ joint is a hotly debated subject in Memphis, but you can't go wrong with a visit to Central BBQ (eatcbq.com) and Charlie Vergos' Rendezvous (hogsfly.com) received the royal seal of approval when Harry and Wills dined there. For some vintage vibes head to The Majestic Grille, a former movie theatre turned restaurant and bar, where silent films are projected onto the walls (majesticgrille.com).

Grab a nightcap at the Mollie Fontaine Lounge (molliefontainelounge.com), set in an eccentric Victorian mansion with live music at the weekends or at The Pocket, a modern-day speakeasy hidden behind a faux tailoring shop front.



Things To Do

A great entry-point for understanding Memphis' history and culture is paying a visit to Sun Studio (sunstudio.com), the birthplace of trailblazing rock 'n' roll. This hit factory launched the careers of B.B. King, Johnny Cash and The Memphis Flash himself – Mr Elvis Presley.

Next, explore the dawn of soul music at the Stax Museum of American Soul (staxmuseum.com), where you'll also find Isaac Hayes' blingin' gold plated Cadillac. And of course no visit to Memphis would be complete without paying your respects to the King at Graceland (graceland.com), the fabulous more-is-more mansion that remains the second most visited home in the US.

If you are lucky enough to be in Memphis on a Sunday, make sure you attend the church service led by '70s soul legend and reverend Al Green. The fantastically dynamic service starts at 11.30 at The Full Gospel Tabernacle Church. To witness the Grammy-award-winning star preaching alongside his gospel band, is the stuff of lifelong memories and worth the airfare alone. ♥



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Zoey Goto is a freelance writer and author of *Elvis Style: From Zoot Suits to Jumpsuits* and *Vintage Style: Inside the Dapper World of Retro Enthusiasts*. She fell madly in love with the King 20 years ago and has been a regular visitor to Memphis since.