

MARCH 2016 WOMEN'S STYLE

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Smile!

CHRISTY TURLINGTON BURNS
MAKES THE WORLD BRIGHTER



PERFECT MATCH
Outdoor Voices CEO Tyler Haney and restaurateur Larry McGuire, photographed at the McGuire-owned Austin clothier ByGeorge.

PARTNERSHIP

TEXAS TWO-STEP

Over the past decade, the city of Austin has undergone a dramatic transformation. Meet the couple who is redefining its success.

BY THOMAS GEBREMEDIHIN PHOTOGRAPHY BY BRENT HUMPHREYS

AS RESTAURATEUR Larry McGuire drives along South Congress Avenue in downtown Austin, a busy road awash in the glow of countless neon signs, he describes the city of his childhood. "When I was growing up, Austin was a medium-sized college town," he says. "But now it's maturing into something more real. The city is changing so fast." Tyler Haney, his girlfriend and

founder of the popular activewear brand Outdoor Voices, agrees. "A lot of cool people from New York and L.A. are moving here," she says.

With Google, Facebook and Apple's recent satellite expansions, a slew of trendy hotel openings like the Hotel Van Zandt and the city's recent designation by the U.S. Census Bureau as the fastest growing in the nation, it's easy to see why people are flocking

to Austin. The food scene is one of the city's many booming segments, and McGuire, born in Austin and raised in the historic neighborhood of Travis Heights, is among the restaurateurs at its center. Haney, meanwhile, is an Austin transplant (by way of Boulder, Colorado) who began her activewear line in New York before finding a part-time home for herself and her business in Texas.

Together, McGuire, 33, and Haney, 27, have come to represent the Austin of today—young, passionate and sophisticated; a mix of old and new blood; a city that has grown out of the dated image of a sleepy college town from decades ago into a thriving sanctuary for artists and entrepreneurs alike.

McGuire's love for food began early, while he was working in kitchens and waiting tables as a teenager. His big break came in 1998, when at 16 he walked into the offices of a newly launched catering company by Texan chef Lou Lambert and asked for a job. They worked closely together for years until, eventually, McGuire, along with Lambert and two other friends, including chef Tom Moorman, raised nearly a million dollars and opened the now-beloved barbecue joint Lamberts in what was then a barbecue wasteland. Austin lacked the kind of distinguishing cuisine that places like Dallas and Houston were known for. So it became McGuire's mission to improve the city's food scene. In 2009, he started his own management company, McGuire Moorman Hospitality, opening restaurants to fill what he saw as holes in the market, as downtown Austin exploded around them.

McGuire now oversees six successful and distinct restaurants, from sleek seafood hot spot Perla's to the more formal Jeffrey's, a 40-year-old institution that he acquired and renovated in 2013, folding in staff from New York's Per Se in the process. "We're not striving to be something super hip, just hip enough," says McGuire, whose group of restaurants brought in about \$30 million last year.

While building his empire, McGuire traveled back and forth between Austin and New York. "It was a way of keeping my finger on the pulse," he explains. On one such trip, in 2009, he met Haney at the Bowery Hotel in Manhattan while out for drinks with friends. At the time, she was a business student at Parsons School of Design. "I don't know what I was doing out so late," she says, smiling at McGuire.

At Parsons, Haney, a former high school track star, had grown tired of the limited options in activewear. "I was sick of black shiny spandex everywhere," she says. "I wanted something more approachable." So she developed a fabric and assembled a collection, which included leggings >

and a crop top. She also saw an opportunity to turn on its head the notion of performance as purely testosterone-fueled and competition-based. "I wanted to create a brand that was about casual activity, an image less about stretching on a track and more about moving, whatever that means to you," she says.

Shortly after its founding in 2013, Outdoor Voices opened its office at 29th and Broadway, in New York, next door to the popular salad chain Sweetgreen. "We went there every day—we had the black card status," Haney says. She soon struck up a friendship with a man who spent as much time at Sweetgreen as she did—its co-founder Nicolas

Jammet. When Jammet saw her designs, he took an immediate interest and, along with McGuire, helped her raise funds. Since then, Outdoor Voices, known for its minimalist, flattering apparel, has developed a cult following, with devotees such as actress Lena Dunham and Into the Gloss CEO Emily Weiss, becoming a small-batch Nike for the wellness-conscious millennial.

But if Outdoor Voices was an idea that first sprouted in New York, it found sustenance in Austin. "Larry introduced me to this city," says Haney, recalling her early trips to visit him from New York. "It's so casual," she says. "The lifestyle very much aligns with our mission."

As with McGuire's restaurants, the business climate of Austin—one less concerned with profit and more dedicated to investing in and nurturing a community—proved invaluable to Haney. (Outdoor Voices hosts weekly basketball games and group jogs for consumers.) Since putting down roots in Austin, the company has seen exponential growth and has partnered with prestigious investors, including A.P.C. Holding (the entity through which the French fashion label makes investments) and General Catalyst (the venture capital firm behind companies like Airbnb, Warby Parker and Snapchat), which contributed \$4.5 million out of the \$7 million raised during the first round of funding last year. In addition, Outdoor Voices has attracted top designers from Alexander Wang and Calvin Klein.

This spring, McGuire will open June's, his seventh restaurant in Austin, with June Rodil, one of seven master sommeliers in Texas. He will also oversee



SOUTHERN COMFORT
Above: An interior from ByGeorge, which McGuire acquired last year. Right: A look from Haney's activewear line.



A FEAST FOR THE EYES

From top: A view from outside the Outdoor Voices flagship store; the bar at McGuire's restaurant Jeffrey's; the dining room of his French-Vietnamese Elizabeth Street Cafe.



"IT'S SO CASUAL HERE. THE LIFESTYLE VERY MUCH ALIGNS WITH OUR MISSION."

—TYLER HANEY



two restaurants and a cafe attached to downtown hotel and residence Austin Proper, the brainchild of Viceroy Hotels founder Brad Korzen, slated to open in 2017. As for Haney, she recently launched her collaboration with A.P.C. at New York Fashion Week.

Though Haney and McGuire are autonomous when it comes to their separate ventures, understandably, the lines can sometimes blur. When Haney opened her first Outdoor Voices store in Austin, it was located behind McGuire's restaurant Clark's. (She still shares an office space above the store with members of Clark's staff.) When McGuire asked her to join him on buying trips for ByGeorge—the high-end Austin boutique that he purchased in 2015 to diversify his business portfolio—she agreed, but only if he catered an Outdoor Voices campaign shoot in Marfa. ("Craft services was on point that day!" Haney says.)

Despite the long distance—the couple shuttle back and forth between Austin and New York to see each other—their life together is less complicated than one might imagine. They share a home in Austin, a white 1940s ranch outfitted in Mies van der Rohe and BDDW furniture, and an apartment in lower Manhattan. On weekends down South, they run on dirt trails that circle the emerald-blue waters of Lady Bird Lake, and in New York they frequent Estela, Haney's favorite restaurant in the city. In three years, they have missed only six weekends together. They share attorneys, accountants, investors and general contractors, but that has less to do with their relationship and more to do with the culture in Austin. As McGuire says, "It's a clan."