

NEXT GREAT NEIGHBORHOOD

Louisville's East Market District

The Derby City's fastest growing strip shines with art galleries, locally minded restaurants, and stylish boutiques

A DECADE AGO, EAST MARKET STREET—

aka “NuLu,” for New Louisville—was a strip of mostly abandoned storefronts. Then a group of investors led by film producer Gill Holland came to town, injected money into the area, and began to lure in independent business owners with offerings of inexpensive space. It worked. Today, with an evolving mix of acclaimed restaurants, art galleries, and curiosity shops, NuLu is one of the city's most vibrant neighborhoods.



Decca, a restaurant in the thriving East Market District

▼ 1. WHY LOUISVILLE

Pick up distinctly Kentucky souvenirs made by local artists, such as the “Keep It Cookin’ Kentucky” apron emblazoned with a cast-iron print (\$14.99), or a bourbon flask decorated with an outline of the state (\$15.99). 806 East Market Street; whylouisville.com



► **2. SCOUT** This homes store stocks an eclectic array of bold-patterned decor, statement jewelry from Louisville designers Cindy Borders and Walter Randolph, and such quirky accents as cardboard animal heads made to mimic taxidermy mounts. 720 East Market Street; scoutonmarket.com



▲ **3. DECCA** This farm-driven restaurant opened in 2012, and it keeps making waves with its exquisite handcrafted cocktails. Try the signature Waysider (\$10). Decca offers nightly entertainment in its cellar and occasional live music outdoors. 812 East Market Street; deccarestaurant.com

4. TOAST ON MARKET This all-day breakfast spot serves sinful lemon soufflé pancakes (\$8.75), decadent coffee drinks, and a dozen different mimosas, such as the Kentucky (\$6), made in the style of an old fashioned. 620 East Market Street; toastonmarket.com

