

An eagle-motif embroidered dress that belonged to Nudie's wife, Bobbie. Right: a new, \$2,500 Nudie embroidered women's blazer with a cross on the back, inspired by Gram Parsons' original white Nudie suit. To place orders, go to nudiesrodetailor.com.



JENNY LEWIS' WEED SUIT

Designer Kathie Sever custom-embroiders looks for stars like Bill Murray

Working within the tradition of Nudie Cohn, Fort Lonesome founder Kathie Sever is repurposing western wear for a modern audience that includes Jimmy Kimmel (who gifted Bill Murray a bespoke armadillo-embroidered button-down) and Jenny Lewis,



Sever

who recently celebrated the 10th anniversary of her album *Rabbit Fur Coat*. "She had a vision of Nudie suit-inspired stagewear," says California native Sever, who once worked on a cattle ranch in Montana and now lives in Austin. "I realized it was this unique national costume that seemed to cross all boundaries. Whether you were an oil guy from Houston or musician from L.A., everybody seems drawn to this aesthetic." —LUIS POLANCO

began his garment business creating G-strings and other undergarments for showgirls. He later moved to Hollywood, refashioning himself as a cowboy, and convinced western-swing musician **Tex Williams** to loan him money to start the business.

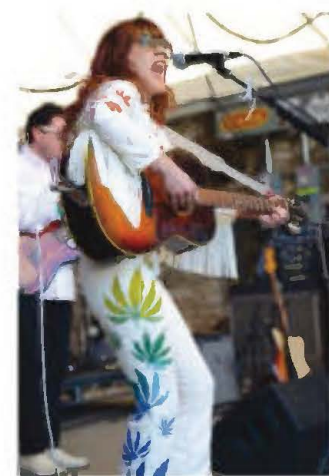
"My grandfather always got to know his clients and represented them in the design of the suit," says Nudie. "He'd go to the Roxy and the Palomino Club and listen to everyone play." One of his closest patrons was **Gram Parsons**, who commissioned a white suit festooned with marijuana leaves, poppies, pills,

nude women on the lapels and a giant cross on the back. "Gram and my grandfather were buddies — he bailed him out [of jail] a few times," says Nudie. "He took him under his wing as his son. And Gram looked up to him as his father figure."

Nudie owns all the family archives, which include original suits, boots, hats and more than 5,000 photos of famous clients (see story, below). Many of those pictures are on display at Nudie's Custom Java, a Santa Clarita, Calif., coffee shop she opened last fall. "My grandfather always had coffee brewing. Glen

Campbell, **Marty Robbins**, **Roger Miller** and **Roy Rogers**, they were always there. I was the one serving the coffee in the shop." She also recently partnered with Johnny Cash Museum owner **Bill Miller** to open Nudie's Honky Tonk in Nashville.

The bar, set to open in June, will house many of the suits, along with a customized "Nudie Mobile," a 1975 Cadillac Eldorado outfitted with silver dollars and gun door handles that Cohn made. "Before my grandmother died, she handed over the keys to the car and said, 'You're the keeper of all of this.'" ●



Lewis onstage at South by Southwest in March. Orders can be placed at ftlonesome.com; prices start at \$40 for embroidered patches.



The **Rolling Stones** guitarist references Nudie in his 2015 Netflix documentary *Under the Influence*: "Gram Parsons used to pass his cast-offs to me. I did have one of Gram's Nudie suits. ... We used to go 'round there. What a madman!" says Richards, who performed in a red UFO-themed version.



SLY STONE, 1974 ▲

Vintage **Gene Autry** looks may have been the inspiration, but such stars as Stone, **Jerry Garcia** and **ZZ Top** introduced a rock'n'roll edge to Cohn's designs.

DOLLY PARTON, 1975 ▼

Though it was the country star's longtime duet partner, **Porter Wagoner**, who was better-known for his Nudie collection, Parton owned a few herself, including a yellow jumpsuit that she wore on the album cover of *The Best of Dolly Parton, Vol. 2* (below).



JOHNNY CASH, 1976 ▼

The country icon wore a bald eagle- and star-embellished suit for his 1976 bicentennial tour. "He bought a lot — but it was all black," recalls Nudie.



DAVID LEE ROTH, 1990 ▼

Though Cohn died in 1984, his wife, **Bobbie**, and granddaughter Nudie kept the North Hollywood shop open until 1994, continuing to cater to stars like Roth, who donned a Native American-themed jacket. —S.A.