28 Bow Ties

This is what Southern men wear for a big night: Texan Matthew McConaughey wore one when he took home one constantly because, as he explains, "a gentleman

23 A Little Sparkle

"Southerners understand the world is a stage, and we like to shine as brightly as possible," says Nashville's "Rhinestone Rembrandt," Manuel Cuevas-the designer who has been whipping up bejeweled stage ensembles for the likes of Elvis Presley, Hank Williams, and Loretta Lynn for the past 65 years. Petra Large Drop Earrings,



\$240; suzannadai.com

24 Our Team Colors

Famed University of Alabama football coach Paul "Bear" Bryant's dapper game-day look (a sport coat and houndstooth fedora) wasn't another superstitious ritual-it was a matter of reverence. Today, both Southern women and men bring a polished look to tailgates by donning their Saturday best. (Think Sunday best but in head-totoe team colors and with a shaker in hand.)

25-27 A Few Secret Weapons

HOT ROLLERS: The bigger, the better TEASING COMB: Volume's essential tool HAIR SPRAY: It blocks humidity and, according to pageant queens, also sets your makeup.

29 The Perfect Pair of Jeans

Leave it to Southerners to turn blue jeans into bespoke must-haves. Companies such as Imogene + Willie in Nashville: Billiam Jeans in Greenville, South Carolina; and Reese Witherspoon's Draper James are crafting heirloom-worthy denim. Plus, these designers are reviving the industry by sourcing their fabric from once-shuttered mills in Blue Ridge, Georgia, and Greensboro, North Carolina. **30 THE ONLY THING** THAT SEPARATES **US FROM** THE ANIMALS IS OUR ABILITY TO ACCES-SORIZE.

-Clairee, Steel Magnolias

