

LEAH & LOUISE

SUMMARY

Leah & Louise, a modern juke joint named for Gregory Collier's late sister and grandmother, is the latest concept from the four-time James Beard-nominated chef and his business partner/wife Subrina. The menu features modern interpretations of Southern classics that honor Mississippi River Valley foodways (Memphis, Jackson, Mississippi and New Orleans). Leah & Louise opened at the Camp North End development in March 2020.

CHALLENGE

Everything about The Colliers defies convention, including their choices in restaurant location, cuisine and how authentically they live their lives. How do we celebrate that individuality while creating a narrative that draws people in, makes people want to visit and spend time in a part of town (and a 76-acre adaptive reuse development) that is unfamiliar?

INVOLVEMENT/SOLUTION

When Leah & Louise was announced in August 2019, it was front page news. Leah & Louise was set to open to the public a day before North Carolina shut down because of COVID-19. The pair pivoted to carryout, and eventually opened the restaurant doors to the public in June. Using earned media placements and targeted, personalized pitching of local and national media, our goal is to help the charismatic couple maintain their unique voice while nurturing an unapologetic brand message.

RESULT

- Named No. 2 best new restaurant in the country by Esquire Magazine; named to the New York Times 50 Best list in 2022
- 100+ earned media placements in 2021, including Good Morning America, Food & Wine, Sweet July and Bon Appetit
- The couple serve on President Biden's Small Business and Entrepreneurs Advisory Council.
- RSC has organically grown the Instagram to more than 21K followers.

