



Southern Living Presents the Greater Charlotte Area's First Southern Living Inspired Community: The Bramble

Celebrating Life in the South

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(CHARLOTTE, NC) – Southern Living and New Old, a Charlotte custom home builder and developer, are proud to announce the first Southern Living Inspired Community in the greater Charlotte area... The Bramble. Located in Fort Mill, this exclusive community of seven-handcrafted custom homes offers a retreat into a simpler, richer time, while providing all of the sophistication, innovation and refined opulence of modern luxury living.

For nearly 50 years, Southern Living has served as the leading inspiration for the region, featuring the best ideas and emphasizing the positive aspects about life in the South. Southern Living Inspired Communities is a collection of neighborhoods marked by charm, taste, and Southern spirit. Handpicked by the editors of Southern Living, The Bramble embraces a pride of place and best exemplifies new traditions of life in the South.

“Southern Living has very specific requirements for their communities,” said Troy Ludemann, co-founder of New Old with Mary Ludemann. “Our unique design style is a perfect fit and we are honored by the designation. Our homes are timeless and our communities are a lifestyle, not just a trend.”

The Bramble's gracious, timeless feel immediately welcomes and fully embraces the Southern Living standard. The wooded setting is serene and cozy, and the neighborhood is graced with a wealth of charming details, including a cobblestone entryway and street lined with copper lanterns. The Bramble's homes are inspired by classic architecture including Farmhouse, Mountain Craftsman, Traditional and European styles. Southern Living has also selected one of the homes to be designated as one of their elite Southern Living Inspired Homes. The home will be open to the public for tours once it is completed.

Tucked away in a quiet community near Fort Mill's bustling Baxter Village, The Bramble has access to the best that Fort Mill living has to offer. With top-ranked public schools, ample shopping and restaurants at the Baxter Town Center and Downtown Fort Mill, The Bramble residents are also near the Catawba River and all the outdoor fun that entails.



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New Old was selected as a Southern Living Custom Builder in 2015. This program is a network of more than 100 of the South's top custom home builders brought together by the magazine. New Old has built a strong, diverse professional team of licensed builders, architects, interior designers, and support staff. The entire New Old team is experienced in state-of-the-art building and design technology, as well as the highest standards of project management throughout the building process.

Focused on building relationships with clients and business partners, New Old understands what it takes to create a successful home building experience for all parties involved. Experience, passion, and never afraid to think outside of the box, New Old builds new luxury homes and communities with well-established, time tested principles and standards.

New Old specializes in cultivating business through their passion, experience and drive. With a similar mindset, Savvy + Co. Real Estate was the perfect fit to sell these special homes.

"Savvy + Co. is a forward thinking company and they are similar to us with their commitment to perfection and getting things done", Mary Ludemann said. Troy Ludemann added, "Savvy + Co. believes in us the way we believe in our homes... we (and our homes) are in the best hands."

"We are so proud to work with Mary, Troy, and their entire team of master craftsmen at New Old on The Bramble," said Dana P. Burlison, Savvy + Co. listing agent for The Bramble. "Every New Old home is build with impeccable quality, and Mary and Troy's experienced eye for details can be seen throughout. I admire their on-point perspective combined with their timeless, livable luxury designs."

For more information about The Bramble visit <https://www.thebramble.com>.

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At New Old it's more than building beautiful homes. We pride ourselves on bringing unsurpassed quality to all we do. All of our awards and recognition, local or national represent that we continue to raise the bar in order to remain the best.