



# **SOUTH CONGRESS**

**Visitor & Shopping Guide**

# Welcome to SoCo

South Congress Avenue is one of Austin's most iconic and walkable districts, known for its ever-evolving mix of local favorites, high-interest shops, restaurants, hotels, music venues and public art. What began as a historic gateway into the city has grown into a vibrant destination where Austin's creative spirit, culture, and community come together.

Today, the avenue offers something for everyone—from casual bites and standout shopping to live music, murals, and moments worth lingering over. With a blend of longtime institutions and new discoveries, South Congress continues to change while staying unmistakably Austin. Whether you're here for an afternoon stroll or a full weekend, there's always something new to explore. The South Congress Shopping District is proudly maintained by the South Congress Public Improvement District.

## iSpy South Congress

Take a walk down South Congress in Austin and see how many of these you can spot:



- The iconic “I love you so much” mural on Jo’s Coffee
- A colorful pair of boots from Allen’s Boots
- An ice cream cone from Amy’s Ice Cream
- A street performer sharing live music or dance
- The Continental Club or other legendary music venues
- A CapMetro City Bike
- “Have a Willie Nice Day” mural

Spot them all? Share your discoveries with us using [#VisitSoCo](#) and show off what makes South Congress uniquely Austin.

# MAP

NELLIE ST.

- GANNI
- BILLY REID
- MOSCOT
- JENI'S SPLENDID ICE CREAMS
- DAUGHTERS

- AUSTIN MOTEL
- JOANN'S FINE FOODS

SOUTH CONGRESS AVE.

ACADEMY DR.

## MERCHANT TYPES

**EAT**

**STAY**

**SHOP**

**DO**

GORJANA

W JAMES ST

- JO'S COFFEE

- HOTEL SAN JOSÉ

- COVE

THE CIRCLE

- AMY'S ICE CREAM
- LUCKY ROBOT

- CONTINENTAL GALLERY
- SOUTHSIDE TATTOO

- THE CONTINENTAL CLUB

- WARBY PARKER

- WHITE TIGER

- AVIATOR NATION

- MADEWELL

- HOWLER BROS.

- GARRETT LEIGHT

- MARINE LAYER

- KING RANCH SADDLE SHOP

W GIBSON ST

- PERLA'S

- LA LA LAND KIND CAFE
- GELATO PARADISO
- SERVICE MENSWEAR
- STUDS
- HOPDODDY BURGER BAR

- GÜERO'S TACO BAR

E GIBSON ST

- IMOGENE + WILLIE

- HOME SLICE PIZZA

- MORE HOME SLICE

- STAG PROVISIONS

ELIZABETH ST

ELIZABETH ST

CONTINUE SOUTH

ELIZABETH ST

TECOVAS

ON RUNNING

LUCCHESI  
BOOTMAKER

BLENDERS  
EYEWEAR

MAUFRAIS

LITTLE BROTHER  
COFFEE & KOLACHES

ALLENS BOOTS

W MONROE ST

ELIZABETH ST

KREWE

SOCO MAKERS MARKET

THE CHURCH  
ON CONGRESS  
AVENUE

E MONROE ST



BRANE AUDIO

NOAH MARION

SOCIETY BY  
JACKSON VAUGHN

SOUTH CONGRESS AVE.

MAÑANA  
OTOKO  
WATERTRADE  
MAIE DAY

SOUTH  
CONGRESS  
HOTEL

CAFÉ  
NO SÉ

PROTOTYPE VINTAGE FEATHERS  
BOUTIQUE

YELLOW ROSE BY KENDRA SCOTT

PAPER WORK

BIG TOP CANDY SHOP

AVENUE BARBER SHOP

JONES ROAD BEAUTY

HERITAGE BOOT CO.

NEIGHBORHOOD SUSHI

TINY GROCER

JUNE'S ALL DAY

W ANNIE ST

E MILTON ST

KENDRA  
SCOTT  
FLAGSHIP

AUSTIN  
FIRE STATION #6

E ANNIE ST

HI-TECH  
AUTOMOTIVE

EAT  
STAY  
SHOP  
DO

CONTINUE SOUTH

BIG VINNY'S BBQ

HUDSON  
MEAT MARKET

CAPITAL CITY  
AUTOMOTIVE

TORCHY'S  
TACOS

W MARY ST

W MARY ST

W MARY ST

BIRDS  
BARBERSHOP

PRIMA DORA

MAGNOLIA  
CAFE

W JOHANNA ST

THE SALTY  
DONUT

LETTERPRESS  
PLAY

WET SALON  
AND STUDIO

C-BOY'S  
HEART & SOUL

SOUTH CONGRESS AVE.

W MARY ST

LIVELY MIDDLE SCHOOL

LELAND ST

CROCKETT ST

THE METEOR

THE METEOR  
BIKE SHOP

BUT FIRST,  
DOUGHNUTS

W LIVE OAK ST

E LIVE OAK ST

**EAT**

**STAY**

**SHOP**

**DO**



# EAT

South Congress is one of Austin's most popular dining districts, known for its bustling atmosphere and diverse restaurants. From casual local favorites to stylish, chef-driven spots, the area offers something for every taste while showcasing the city's inventive vibe.



# Amy's Ice Creams

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An Austin institution since 1984, Amy's serves up premium homemade ice cream, including their world-famous Mexican Vanilla, along with dairy-free fruit ices and frozen yogurt! With over 350 flavors in circulation, a trip to Amy's is a flavor adventure.

1301 S CONGRESS AVE - (512) 440-7488

[amysicecreams.com](http://amysicecreams.com)



# Big Top Candy Shop

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Step into a colorful, circus-inspired candy wonderland at this South Congress staple. Big Top Candy Shop is packed with hundreds of bulk candies and nostalgic favorites alongside modern treats you won't find just anywhere. Don't miss the old-fashioned soda fountain, where you can mix and match countless handmade sodas, floats, shakes, and malts—a playful stop that brings out your inner kid.

1706 S CONGRESS AVE - (512) 462-2220

[bigtopcandyshop.com](http://bigtopcandyshop.com)



# Big Vinny's BBQ

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Big Vinny's BBQ serves classic Texas barbecue with a neighborhood feel, offering smoked meats, hearty sides, and bold flavors rooted in tradition. Known for its casual atmosphere and comforting plates, Big Vinny's is an easy stop on South Congress for a satisfying, no-frills barbecue meal.

1800 S CONGRESS AVE - (512) 470-2040



# But First, Doughnuts

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But First, Doughnuts is a local favorite offering fresh, hand-crafted donuts in fun and classic flavors. Perfect for breakfast or a sweet snack, the shop combines quality ingredients with a playful, neighborhood vibe.

2118 S CONGRESS AVE



# Café No Sé

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A light-filled café at South Congress Hotel, Café No Sé specializes in breakfast and lunch, with pastries, coffee, and seasonal dishes served in a relaxed setting.

1603 S CONGRESS AVE - (512) 942-2061

[cafenoseaustin.com](http://cafenoseaustin.com)



# Gelato Paradiso

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Gelato Paradiso crafts small-batch gelato made fresh daily using traditional Italian techniques. With a rotating selection of classic and seasonal flavors, it's an ideal place to cool off with something simple, creamy, and authentic.

1400 S CONGRESS AVE

[gelatoparadiso.com](https://www.gelatoparadiso.com)



# Güero's Taco Bar

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A longtime South Congress landmark, Güero's Taco Bar serves classic Tex-Mex and margaritas in a lively, colorful setting. Live music in the adjoining Oak Garden—one of the district's most recognizable outdoor stages—makes it a go-to spot for open-air dining, people watching, and soaking up Austin's music culture.

1412 S CONGRESS AVE - (512) 447-7688

[gueros.com](http://gueros.com)



# Home Slice Pizza

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Home Slice Pizza is a longtime South Congress favorite for authentic New York-style pizza served by the slice or the pie. The sit-down restaurant features a lively dining room and patio, while More Home Slice—its walk-up window next door—offers the same great pizza for easy grab-and-go slices.

1415 S CONGRESS AVE - (512) 444-7437

[homeslicepizza.com](http://homeslicepizza.com)



# More Home Slice

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More Home Slice brings the Home Slice experience to a walk-up window format, serving quick slices, salads, and classic favorites perfect for eating on the go. It's an easy stop for a fast, satisfying bite while exploring South Congress.

1421 S CONGRESS AVE - (512) 444-7437

[homeslicepizza.com](https://www.homeslicepizza.com)



# Hopdoddy Burger Bar

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Hopdoddy Burger Bar is a lively burger stop on South Congress known for juicy burgers, hand-cut fries, and craft beer. With plenty of indoor and patio seating, it's a great place to refuel during a day of shopping or meet up with friends for a casual meal.

1400 S CONGRESS AVE - (512) 243-7505

[hopdoddy.com](http://hopdoddy.com)



# Hudson Meat Market

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A longtime fixture on South Congress, Hudson Meat Market has been serving the community for decades with house-made sausages and specialty meats. It's a distinctive local business that reflects the working history of the avenue and offers a glimpse into a different side of the district.

1800 S CONGRESS AVE - (512) 445-6611

[hudsonsmeatmarket.com](http://hudsonsmeatmarket.com)



## Jeni's Splendid Ice Creams

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Jeni's serves up creative, fanciful ice cream with rotating seasonal flavors alongside beloved classics. It's an easy and indulgent stop for a scoop (or two) while strolling the district.

1208 S CONGRESS AVE - (512) 394-5038

[jenis.com](https://www.jenis.com)



# Joann's Fine Foods

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Joann's Fine Foods is a lively Tex-Mex diner and patio restaurant located at the iconic Austin Motel on South Congress. Blending retro charm with fresh, modern flavors, Joann's serves up vibrant takes on classic Tex-Mex favorites. With its colorful setting, breezy patio, and prime SoCo location, it's a go-to spot for visitors looking to soak up Austin's laid-back energy.

1224 S CONGRESS AVE - (512) 358-6054

[joannsaustin.com](http://joannsaustin.com)



# Jo's Coffee

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Jo's Coffee is an iconic South Congress staple known for its coffee, pastries, sandwiches, and breakfast tacos. The vibrant storefront is home to the famous "I love you so much" mural, making it a must-stop for both caffeine and a photo op. With its casual outdoor seating and welcoming, dog-friendly atmosphere, Jo's is a longtime neighborhood favorite for locals and visitors alike.

1300 S CONGRESS AVE

[joscoffee.com](http://joscoffee.com)



# June's All Day

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June's All Day is a neighborhood café and bar serving breakfast, brunch, and an all-day bistro menu. With a charming patio, lively wine program, and classic interior details, it's a popular spot for people watching, casual meals, and lingering into the evening.

1722 S CONGRESS AVE - (512) 416-1722

[junesallday.com](http://junesallday.com)



# La La Land Kind Cafe

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La La Land Kind Cafe is a bright, welcoming coffee shop serving specialty coffee, matcha, and light bites. Known for its uplifting atmosphere and positive messaging, it's a cheerful pause that feels as good as it tastes.

1400 S CONGRESS AVE - (512) 284-7939

[lalalandkindcafe.com](https://www.lalalandkindcafe.com)



## **Little Brother Coffee & Kolaches**

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Little Brother Coffee & Kolaches pairs expertly crafted coffee with Texas-inspired kolaches made fresh daily. A neighborhood favorite for morning routines and casual meetups, the shop offers a warm, welcoming space to grab a bite and stay awhile.

1512 S CONGRESS AVE - (512) 305-3133

[littlebrotherbar.com/  
southcongress](https://littlebrotherbar.com/southcongress)



# Lucky Robot

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Lucky Robot is a Japanese kitchen and sushi bar serving Tokyo-inspired street fare, including sushi, dumplings, and Asian-style tacos. With its bold flavors and playful menu, it's a high-energy dining experience on South Congress.

1303 S CONGRESS AVE - (512) 444-8081

[luckyrobotatx.com](http://luckyrobotatx.com)



# Magnolia Cafe

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A longtime favorite on South Congress, Magnolia Cafe has been serving breakfast classics and comfort food 24 hours a day for decades. It's a reliable stop whether you're fueling up early, grabbing a late-night meal, or craving breakfast at any hour.

1920 S CONGRESS AVE - (512) 445-0000

[magnoliacafeaustin.com](http://magnoliacafeaustin.com)



# Maie Day

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Maie Day is a modern steakhouse inside the South Congress Hotel in Austin, offering high-quality steaks, fresh seafood, and shareable sides in a lively, celebratory atmosphere. Known as a “community chophouse,” it blends classic steakhouse flavors with a fun, social dining experience on South Congress.

1603 S CONGRESS AVE - (512) 524-2235

[maieday.com](http://maieday.com)



# mañana

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Located in the South Congress Hotel courtyard, Mañana is a coffee and bakeshop featuring a curated selection of specialty coffee drinks, a rotating menu of house-made pastries and snacks, seasonal paletas and ice creams, and grab-n'-go items.

1603 S CONGRESS AVE - (512) 872-3144

[mananaaustin.com](http://mananaaustin.com)



# The Meteor

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The Meteor combines a café and bike shop in one space, offering specialty coffee, house-made baked goods, and a full food menu alongside a curated selection of bikes and cycling gear. It's a unique spot where community, design, and good food naturally overlap.

2110 S CONGRESS AVE - (512) 351-9541

[themeteor.cafe](https://www.themeteor.cafe)



# Neighborhood Sushi

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Neighborhood Sushi offers a refined Japanese dining experience featuring fresh fish, thoughtful preparation, and an inviting atmosphere. With a menu that balances tradition and creativity, it's a neighborhood spot designed for both casual visits and special nights out.

1716 S CONGRESS AVE - (512) 580-1390

[neighborhoodsushi.com](https://neighborhoodsushi.com)



# Otoko

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Otoko is a 12-seat Japanese restaurant hidden in South Congress Hotel. The multi-course omakase experience from Head Chef Yoshi Okai blends Tokyo-style sushi and Kyoto-style kaiseki into a unique tasting menu, selected and prepared by our chefs based on ingredient availability and seasonality.

1603 S CONGRESS AVE - (512) 994-0428

[otokoaustin.com](http://otokoaustin.com)



# Perla's

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Perla's is a seafood restaurant known for fresh oysters, simply prepared fish, and one of South Congress's most inviting oak-shaded patios. It's a popular spot for relaxed lunches, special dinners, or enjoying oysters and drinks while enjoying the beautiful scenery.

1400 S CONGRESS AVE - (512) 291-7300

[perlasaustin.com](http://perlasaustin.com)



# The Salty Donut

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The Salty Donut is a craft donut shop serving inventive, small-batch flavors made from high-quality ingredients. Known for its creative combinations and rich, fresh donuts, it's a go-to spot for a sweet treat or coffee break.

2000 S CONGRESS AVE - (512) 494-4148

[saltydonut.com](https://www.saltydonut.com)



# Tiny Grocer

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Tiny Grocer is a neighborhood market focused on thoughtfully sourced groceries, prepared foods, and everyday essentials. Blending convenience with quality, Tiny Grocer offers a carefully curated selection that reflects Austin's local food culture.

1718 S CONGRESS AVE - (512) 520-5735

[tinygrocer.com](https://www.tinygrocer.com)



# Torchy's Tacos

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This Austin-born favorite is known for bold, inventive tacos made to order. Torchy's is a quick, flavorful option whether you're grabbing lunch between shops or fueling up for a night out on South Congress.

1822 S CONGRESS AVE - (512) 916-9025

[torchystacos.com](https://www.torchystacos.com)



# WATERTRADE

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WATERTRADE is an intimate, omakase-style cocktail bar offering a curated experience centered on Japanese whiskeys, sake, and specialty spirits. Tucked alongside Otoko, it's a refined stop for thoughtfully crafted drinks and a more elevated evening out.

1603 S CONGRESS AVE - (512) 994-0428

[otokoaustin.com/watertrade](https://otokoaustin.com/watertrade)



# STAY

South Congress is home to a collection of stylish hotels that make any visit to Austin memorable.

From boutique stays to modern accommodations, they blend authentic local charm with locations within walking distance of the city's best attractions.



# Hotel San José

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Originally built in 1936 as an ultramodern motor court, Hotel San José is now a quiet, bungalow-style hotel hidden behind stucco walls and lush garden courtyards. Known for its relaxed atmosphere and cultural influence, it's a favorite for travelers seeking a more intimate, design-forward stay.

1316 S CONGRESS AVE - (512) 852-2350

[sanjosehotel.com](http://sanjosehotel.com)



# South Congress Hotel

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South Congress Hotel is a full-service boutique hotel offering modern accommodations in the center of the district. With multiple restaurants, a coffee shop, pool, lobby bar, and on-site retail, it's an ideal choice for guests who want dining, shopping, and amenities all in one place.

1603 S CONGRESS AVE - (512) 920-6405

[southcongresshotel.com](https://southcongresshotel.com)



# The Austin Motel

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Opened in 1938, The Austin Motel is a restored roadside classic known for its iconic neon sign and playful personality. With a retro motor-court layout, 24-hour front desk, and curated gift shop, it's a fun, centrally located option for visitors looking for a distinctly Austin stay.

1220 S CONGRESS AVE - (512) 441-1157

[austinmotel.com](https://www.austinmotel.com)



# SHOP

Shopping on South Congress captures Austin's distinctive personality in just a few eclectic blocks. From handcrafted goods and unique fashion finds to quirky souvenirs and artful window displays, every stop reflects the city's creativity and homegrown style.



# Allen's Boots

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An Austin tradition since 1977, Allen's Boots is instantly recognizable by its iconic red boot sign. The family-owned shop is packed floor to ceiling with thousands of boots, classic cowboy gear, and Western-inspired styles—and that unmistakable smell of leather when you walk in.

1522 S CONGRESS AVE - (512) 447-1413

[allensboots.com](https://www.allensboots.com)



# Aviator Nation

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Aviator Nation is known for its laid-back, vintage-inspired apparel that feels lived-in from day one. Stop by for colorful hoodies, sweats, and easygoing pieces that fit right in with South Congress style.

1325 S CONGRESS AVE - (512) 330-4040

[aviatornation.com](http://aviatornation.com)



# Billy Reid

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Billy Reid is an American fashion brand known for refined clothing rooted in craftsmanship, heritage, and modern style. The shop offers men's and women's apparel, footwear, and accessories designed to be worn and loved for years to come.

1202 S CONGRESS AVE - (512) 354-1884

[billyreid.com](https://www.billyreid.com)



# Blenders Eyewear

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Blenders Eyewear delivers stylish, high-quality sunglasses and snow goggles designed for an active, laid-back lifestyle. With bold colors and accessible price points, Blenders brings fun, functional eyewear to South Congress.

1510 S CONGRESS AVE - (737) 587-5366

[blenderseyewear.com](http://blenderseyewear.com)



# Brane Audio

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Brane Audio blends cutting-edge sound technology with sculptural design to create premium audio experiences. Known for innovation and craftsmanship, Brane Audio showcases products that sound as good as they look.

1604 S CONGRESS AVE - (512) 645-2429

[braneaudio.com](https://www.braneaudio.com)



# Daughters

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Daughters offers a thoughtfully curated collection of women's apparel, accessories, and lifestyle goods with a focus on effortless style. The shop blends modern trends with timeless pieces designed to fit seamlessly into everyday life.

1210 S CONGRESS AVE - (512) 614-1600

[shopdaughters.com](https://shopdaughters.com)



# Feather's Boutique

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Feather's Boutique offers a curated mix of vintage women's clothing, artisan jewelry, and home décor in a welcoming, easy-to-browse space. It's a great stop to discover one-of-a-kind finds and thoughtfully chosen gifts.

1700B S CONGRESS AVE - (512) 912-9779

[feathersboutiquevintage.com](http://feathersboutiquevintage.com)



# GANNI

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GANNI is a Copenhagen-based fashion brand known for playful, confident designs that balance bold prints with everyday wearability. The South Congress shop brings Scandinavian style and personality to Austin's shopping scene.

1200 S CONGRESS AVE - (737) 308-7305

[ganni.com](https://www.ganni.com)



# Gorjana

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Gorjana creates effortlessly elegant jewelry designed for layering, gifting, and everyday wear. Inspired by California style, the brand focuses on timeless designs crafted with care and attention to detail.

1221 S CONGRESS AVE - (512) 382-0130

[gorjana.com](https://www.gorjana.com)



# Garrett Leight California Optical

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Garrett Leight California Optical is a premium eyewear retailer offering thoughtfully designed optical and sun frames with a timeless sensibility. Stop in to browse classic silhouettes crafted with modern materials and refined details.

1333 S CONGRESS AVE - (512) 584-8030

[garrettleight.com](https://www.garrettleight.com)



# Heritage Boot Co.

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Founded in 2007, Heritage Boot Co. creates traditionally crafted Western boots inspired by vintage designs from the 1930s through the 1960s. Known for meticulous craftsmanship and classic detailing, it's a standout stop for timeless boots rooted in Western history.

1714 S CONGRESS AVE - (512) 326-8577

[heritageboot.com](https://www.heritageboot.com)



# Howler Brothers

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Howler Brothers is an Austin-based apparel brand inspired by surf, fishing, and a laid-back coastal lifestyle. Known for their distinctive graphics and durable designs, the shop offers men's and women's clothing, hats, and accessories made for life outdoors and everyday wear. The shop reflects the brand's Texas roots and adventurous spirit.

1333 S CONGRESS AVE - (512) 575-8080

[howlerbros.com](https://www.howlerbros.com)



# Imogene + Willie

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Known for American-made denim and thoughtfully designed men's and women's apparel, Imogene + Willie emphasizes quality craftsmanship and timeless style. The brand reflects a focus on clothing meant to be worn and enjoyed over time.

1401 S CONGRESS AVE - (512) 382-1002

[imogeneandwillie.com](https://www.imogeneandwillie.com)



# Jones Road Beauty

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Jones Road Beauty creates clean, luxurious makeup and skincare products that enhance natural beauty. With a focus on quality, performance, and simplicity, their collection makes everyday routines effortless and polished.

1714B S CONGRESS AVE - (512) 300-0551

[jonesroadbeauty.com](https://www.jonesroadbeauty.com)



# Kendra Scott Flagship

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Kendra Scott's flagship store offers chic, everyday jewelry perfect for gifting or treating yourself. The bright South Congress location features accessories that transition easily from day to night and includes a cozy café for shopping and socializing. Visit their second SoCo location, Yellow Rose by Kendra Scott, right across the street.

1701 S CONGRESS AVE - (512) 792-4581

[kendrascott.com](https://www.kendrascott.com)



# King Ranch Saddle Shop

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King Ranch Saddle Shop showcases authentic Western goods rooted in Texas heritage. Offering leather saddles, accessories, apparel, and home goods, the shop reflects generations of craftsmanship and ranching tradition.

1333 S CONGRESS AVE - (512) 945-5732

[kingranchsaddleshop.com](http://kingranchsaddleshop.com)



# Krewe

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Krewe is a fashion-forward eyewear brand offering distinctive optical and sun frames with bold design details. The shop is a great stop for statement-making glasses that balance everyday wearability with standout style.

1503 S CONGRESS AVE - (504) 459-1450

[krewe.com](https://www.krewe.com)



# Letterpress **PLAY**

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Letterpress PLAY is a creative studio specializing in custom stationery, invitations, and paper goods. Known for playful designs and handcrafted quality, they help bring personal and memorable touches to every occasion.

2002 S CONGRESS AVE - (512) 551-3630

[letterpressplay.com](http://letterpressplay.com)



# Lucchese Bootmaker

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Founded in 1883 with deep roots in Texas, Lucchese is a heritage Western bootmaker known for fine craftsmanship, premium leathers, and timeless design. The space showcases the brand's iconic handcrafted boots alongside select apparel and accessories, blending classic Western style with modern refinement.

1508 S CONGRESS AVE - (512) 368-8625

[lucchese.com](https://www.lucchese.com)



# Madewell

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Madewell offers modern denim, timeless basics, and well-made wardrobe staples. It's an easy stop for dependable pieces that work just as well at home as they do while traveling.

1329 S CONGRESS AVE - (512) 383-8352

[madewell.com](https://www.madewell.com)



# Marine Layer

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Marine Layer specializes in ultra-soft, easygoing apparel made for comfort and everyday wear. From laid-back tees to casual layers, it's a natural fit for South Congress's relaxed, walkable vibe.

1333 S CONGRESS AVE - (512) 291-7010

[marinelayer.com](https://www.marinelayer.com)



# Maufrais

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Maufrais is a design-forward shop centered around a custom hat bar offering made-to-order Stetson hats. In addition to hat customization, the space features a curated selection of crystals, apothecary goods, housewares, and vintage furniture, making it a distinctive and immersive stop on South Congress.

1512 S CONGRESS AVE - (512) 945-9905

[maufrais.shop](https://maufrais.shop)



# MOSCOT

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MOSCOT is a heritage eyewear shop known for timeless, handcrafted frames and classic designs.

Combining quality materials with a legacy of craftsmanship, MOSCOT offers stylish glasses and sunglasses that stand the test of time.

1206 S CONGRESS AVE - (737) 239-0141

[moscot.com](https://www.moscot.com)



# Noah Marion

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Noah Marion crafts handcrafted leather goods designed to age beautifully over time. Using untreated, vegetable-tanned leather, each piece develops a unique patina, making every wallet, belt, and bag truly personal. Their focus is on quality, intention, and everyday essentials meant to get better with age.

1606 S CONGRESS AVE - (512) 814-6871

[noahmarion.com](https://www.noahmarion.com)



# On Running

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On is a performance running brand known for its innovative CloudTec cushioning and sleek, minimalist design. The South Congress store offers footwear, apparel, and accessories built for running, training, and everyday movement, blending Swiss engineering with modern style for life on the go.

1506 S CONGRESS AVE - (737) 787-5756

[on.com](https://on.com)



# Paper Work

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Paper Work is a thoughtfully curated stationery and gift shop celebrating beautiful paper goods, artful design, and meaningful details. From journals to greeting cards, the shop is a destination for well-crafted essentials and creative finds.

1704 S CONGRESS AVE - (512) 326-1648

[paperworkatx.com](http://paperworkatx.com)



# Prima Dora

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Prima Dora is a South Austin staple known as the “Purveyors of South Austin Culture.” The shop features a curated mix of apparel, home goods, Austin souvenirs, and local art that reflects the creative energy of the neighborhood. Located on South Congress, it’s a go-to stop for unique local finds and gifts.

1912 S CONGRESS AVE - (512) 447-4736

[primadora.com](http://primadora.com)



# Prototype Vintage

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Prototype Vintage is a South Congress favorite for on-trend, carefully curated vintage clothing for all ages. Unlike traditional thrift shopping, each piece is hand-selected for style and fit, making it an easy stop for finding standout looks without digging. The shop has been part of the district since 2005 and is frequently recognized as a top vintage store by local publications.

1700 S CONGRESS AVE - (512) 447-7686

[prototype-vintage.com](http://prototype-vintage.com)



# Service Menswear

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Service Menswear is a thoughtfully curated men's clothing store known for quality, value, and discovering standout brands. The South Congress shop carries a mix of everyday essentials and elevated pieces, including exclusive labels you won't easily find elsewhere in Austin.

1400 S CONGRESS AVE - (512) 447-7600

[servicemenswear.com](https://www.servicemenswear.com)



## Society by Jackson Vaughn

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Society by Jackson Vaughn is a home and lifestyle shop offering refined décor, gifts, and signature in-house candles. Known for simple elegance and evocative scents, the brand focuses on bringing warmth and beauty into everyday spaces.

1608 S CONGRESS AVE - (512) 243-7711

[jacksonvaughn.com](https://www.jacksonvaughn.com)



## **STAG Provisions For Men**

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STAG Provisions for Men offers thoughtfully designed men's apparel inspired by timeless style, quality craftsmanship, and everyday utility. Featuring a curated mix of Stag-exclusive goods and independent brands, the shop blends modern sensibility with classic influences.

1423 S CONGRESS AVE - (512) 373-7824

[stagprovisions.com](http://stagprovisions.com)



# Studs

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Studs is a modern ear piercing studio offering safe, stylish piercings paired with high-quality jewelry. With a welcoming, design-forward space, Studs makes ear piercing an elevated and approachable experience.

1400 S CONGRESS AVE - (512) 961-1814

[studs.com](https://www.studs.com)



# Tecovas

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Tecovas brings modern comfort to classic cowboy boots, along with apparel and leather goods. Whether you're boot shopping for the first time or adding to your collection, it's a quintessential South Congress stop.

1500 S CONGRESS AVE - (512) 675-4343

[tecovas.com](https://www.tecovas.com)



# Warby Parker

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Warby Parker's South Congress location makes shopping for stylish eyewear easy and approachable. In-store fittings and quick adjustments keep the experience simple and convenient.

1317 S CONGRESS AVE - (512) 640-7708

[warbyparker.com](https://www.warbyparker.com)



## **Yellow Rose by Kendra Scott**

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Yellow Rose by Kendra Scott celebrates Texas-inspired, Western heritage with a modern twist, offering jewelry, apparel, and accessories that combine bold design with everyday wearability. The collection captures the spirit of the modern cowgirl, blending tradition and contemporary style in versatile, statement-making pieces.

1700 S CONGRESS AVE - (512) 265-2760

[kendrascott.com](https://www.kendrascott.com)



# DO

South Congress offers something for every kind of explorer. From fresh haircuts and new styles to inked artistry and local services, SoCo's vibrant scene hums with live music, libations, and nonstop fun from day to night along the scenic avenue.



# Avenue Barber Shop

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Established in 1933, Avenue Barber Shop is South Austin's historic barber shop offering classic haircuts and men's grooming. It remains a reliable stop for a traditional cut with a long-standing local legacy.

1710 S CONGRESS AVE

[avenuebarbershop.com](http://avenuebarbershop.com)



# Birds Barbershop

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Birds Barbershop is a modern, high-energy salon offering haircuts and color in a creative, music-driven space. Known for its playful atmosphere and welcoming approach for all hair types and styles, it's a lively alternative to more traditional barbershops on the avenue.

1902 S CONGRESS AVE - (512) 445-0500

[birdsbarbershop.com](https://birdsbarbershop.com)



# Capital City Automotive

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Capital City Automotive is a trusted South Congress auto repair shop offering a wide range of maintenance and repair services. Known for straightforward service and reliable work, it's a practical local resource within the district.

1802 S CONGRESS AVE - (512) 447-2886

[capitalcityautoaustin.com](http://capitalcityautoaustin.com)



# C-Boy's Heart & Soul

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C-Boy's Heart & Soul is an intimate live music venue known for soul, R&B, and classic rhythm-driven sounds. The venue features a relaxed outdoor patio and the upstairs Jade Room, a smaller lounge offering a more low-key listening experience.

2008 S CONGRESS AVE - (512) 215-0023

[cboys.com](http://cboys.com)



## **The Church On Congress Avenue**

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Housed in a beautifully preserved historic building, The Church on Congress Avenue serves as a creative and community-oriented event space. The venue hosts gatherings, performances, and special events that celebrate connection, culture, and shared experience on South Congress.

1511 S CONGRESS AVE - (512) 447-7781

[tccaustin.com](http://tccaustin.com)



# The Continental Club

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The Continental Club, opened in 1955, is a legendary South Congress music venue known for its vintage atmosphere and long history of showcasing live roots, rock, blues, and country music. A cornerstone of Austin's live music scene, it offers an authentic experience where the focus stays squarely on the artists performing onstage.

1315 S CONGRESS AVE - (512) 441-2444

[continentalclub.com](http://continentalclub.com)



# The Continental Gallery

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The Continental Gallery is a cozy, intimate live music space tucked upstairs above the iconic Continental Club. It hosts a rotating mix of jazz, singer-songwriter sets, and jam bands in a relaxed setting that feels more like a house concert than a typical club, with art on the walls and a welcoming atmosphere for music lovers.

1313 S CONGRESS AVE - (512) 441-2444

[continentalclub.com](http://continentalclub.com)



# Hi-Tech Automotive

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A family-owned South Austin staple since 1987, Hi-Tech Automotive offers reliable auto repair and body services with an honest, no-nonsense approach. It's a trusted local stop for keeping your car running smoothly while you're in the South Congress area.

1801 S CONGRESS AVE - (512) 441-1933

[hitechaustin.com](http://hitechaustin.com)



# Southside Tattoo

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Specializing in bold and creative tattooing, the artists of Southside Tattoo are known for their talent and versatility, and work collaboratively with clients to create unique pieces of art in any style—from old school to new school—all with a friendly and welcoming vibe.

1313 S CONGRESS AVE - (512) 444-1313

[southsidetattoos.com](https://www.southsidetattoos.com)



# Wet Salon and Studio

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Wet Salon and Studio is one of the longest-running salons on South Congress, known for its experienced team and relaxed atmosphere.

The studio offers personalized hair services focused on enhancing individual style and taste.

4403 S CONGRESS AVE - (512) 444-7375

[wetsalonatx.com](http://wetsalonatx.com)



# White Tiger

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White Tiger is a laid-back dive bar and local favorite on South Congress, known for its casual, inviting vibe, outdoor patio, live music, and classic bar fare and drinks that make it a perfect stop for a night out with friends or a relaxed weekend hang.

1321 S CONGRESS AVE - (512) 893-7493

