

NASHVILLE BUSINESS JOURNAL

Food & Lifestyle

NYC's iconic Philippe Chow sets Nashville opening date



Image: Philippe Chow.

A celebrity-favorite restaurant will debut in Nashville this month.

PHILIPPE CHOW



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Story Highlights



- Philippe Chow opens fourth U.S. location in Nashville on Oct. 17.
- Restaurant offers theatrical dining experience.
- Exclusive Nashville menu complements legacy items like Peking duck.

Philippe Chow doesn't fit everywhere, but it does in Nashville.

The legendary New York City-based restaurant known for its Peking duck and energetic white-jacketed service will open in Cummins Station on Oct. 17. The 8,212-square-foot space had a build-out cost over \$6 million and has an address of 209 11th Ave. S. Suite 235.

"It is a fast-paced, high-touch restaurant and we cannot be everywhere. We are only going into selected cities where we could be appreciated and welcome," Abraham Merchant, CEO of Philippe Chow, told the Business Journal. "The food culture in Nashville is getting quite good over the last three to five years. Nashville has gone leaps and bounds in where they were and where they are now. ... Dining is more than just food, it's an experience, and we're starting to see in Nashville that guests are enjoying the experience, not just the food."



Philippe Chow is a celebrity-favorite restaurant owned by Merchants Hospitality.

PHILIPPE CHOW

And Philippe Chow is an experience. It's restaurant where the music isn't just in the background, and the service sticks to the rhythm, with one staff member dedicated to every ten people.

"The music is playing and the food is theatrical, a lot of things are done at the table, from carving Peking duck to baked Alaska," Merchant said.

Philippe Chow has employed upwards of 100 staff as well as General Manager Angelo Ferrante, who previously held leadership roles at Kayne Prime and Yolan.

Reservations for Philippe Chow's fourth U.S. location, following two in New York City and one in Washington, D.C., go live Oct. 5.

While the Nashville outpost will serve Philippe Chow's leather bound legacy menus — with beloved items like chicken satay and Beijing chicken — it will also offer an exclusive menu available only in Music City.

Inside, a 40-foot Gingko chandelier drapes its porcelain over the length of the restaurant. Philippe Chow has partnered with its Cummins Station neighbor Gibson to create a lounge with deconstructed guitar shadow boxes, and there will be a giant panda sculpture holding a Les Paul guitar standing on a Gibson amp.

A portion of the proceeds from some of the drinks will go to foundation Gibson Gives.

"This is just an introduction to how we're enhancing the area and giving homage to Nashville, the Music City ... It's very important because we're not just a business that builds a restaurant and opens the door and serves guests. We want to be part of the Nashville fabric," Merchant said. "Nashville wasn't a parallel choice or a second choice. It was our only choice."

Cummins Station has attracted several food and beverage tenants including Milkshake Concepts' [Vidorra](#), as well as private [sporting club Lodge2A](#).

"It is between Broadway and the Gulch, guests are going to be able to park because we have valet park and plenty of parking for people that don't want to valet," Merchant said.

Chef Jason Francisco will oversee the kitchen at Philippe Chow's Nashville location and was previously at Noelle hotel's Makeready L&L and Sugar Palm in Santa Monica. Francisco will collaborate with founder and executive chef Philippe Chow to serve the restaurant's modern Beijing cuisine while listening to Nashville's appetite.

Philippe Chow tends to draw a more affluent guests due to its price point — prices at the NYC location include \$120 for the duck, which feeds two to three, and most entrees ranging between \$30-\$50.

"We always say you could be comfortable wearing business casual, a tux or just smartly dressed. We prefer that people are dressed to go out. This is a place, this is an experience, you're not just having dinner, you're having an experience, having a special moment," Merchant said.