

## FEATURED DESIGNER

### Jeff Avery

Proprietor of Magnolia in Tampa, Florida, deploys his southern charm and laid-back demeanor to make every customer feel right at home. An extensive background in retail began in his step-father's shop in Baton Rouge. Jeff has fond memories of the sense of community he experienced there and credits his upbringing in the culture rich environment of Louisiana for developing his aesthetic.

When selecting fabrics for Stanford, Jeff looked for color and pattern, as well as livability. "In the last year we have noticed the customer really reacts to color, and they want a room that will live well with their family," Jeff says. He chose neutral colors in performance fabrics on the larger upholstery pieces to better endure children, pets, and red wine, and introduced color and pattern in accessory pieces.



# MAGNOLIA

INSPIRING INTERIORS