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**WELCOMING THE NEW LIVABLE
FABRICS FOR 2022**

This month's Showtime reveals trends in upholstery

IBB DESIGN FINE FURNISHINGS

FURNITURE STORE – SINGLE LOCATION

COMPANY PROFILE

As a four-time ARTS winner in the category of single-location furniture store, IBB Design Fine Furnishings sets a high standard for excellence. As a full-service boutique and design firm, IBB is known for offering high quality products and fashioning color-infused spaces.

Once an interior design solo effort on the part of designer Beth Rafferty, the business she founded more than 39 years ago has since grown into an impressive destination encompassing 90,000 sq. ft. of furnishings and staffed by more than 35 professional designers.

This Frisco, TX standout offers a diverse mix of name-brand home furnishings and unique accessories hand-selected from markets around the world. IBB also features the exclusive Shay Geyer Collection, including specialty and custom fabrics and upholstery, hand-woven rugs, fine art, indoor/outdoor pillows and exquisite permanent botanicals and florals. Regarded as “The place to shop for furnishings with style and luxurious designer details,” IBB celebrates its latest ARTS nomination this year. Owner and designer Shay Geyer provides her insight.

It would be hard to envision a more challenging year for the retail community, but how has your company been able to thrive?

We are very fortunate that our business is diversified. Even though we had to shut our retail store down for a period of time, homebuilding never slowed,

so our clients were still proceeding with projects and special orders. This also kept us in a good cash flow position to keep ordering inventory for our store. It has allowed us to continue having a steady stream of new merchandise flowing in, which has been advantageous for us as we navigate long lead times throughout our industry. Our business model of selling off the floor has been incredibly popular for consumers as well as interior designers doing business with us during these unprecedented times. The most challenging job is that of our visual merchandisers trying to refresh our floor. New merchandise is often selling as soon as our team gets it unboxed; it doesn't even make it out onto our floor!

What have been your greatest accomplishments during the past year?

Our greatest accomplishment over the last year has been hiring new designers and team members for #teamIBB. It's very rewarding to be able to see and measure our growth.

How have your customers responded to shopping during the pandemic?

Our area has been booming with new home building and remodeling, so our store has been busy with new and repeat clients eager to give their home a new look. With 90,000 square feet to shop, it was easy for us to implement safety measures to give our clients a shopping experience that they could be comfortable with.

What's your message to the members of the ARTS community on this nomination and what it means for your business?

We are so honored and humbled to be nominated for this very prestigious award again this year. It means so much to each and every member on #teamIBB to be recognized by our peers. We are truly humbled by the support from our industry. We are proud to be members of ARTS and applaud what they do for our industry.

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Photography by Dan Piassick.

