

MODERN LUXURY

# DALLAS

## STATE OF THE ARTS

The Luminaries  
Leading the Creative  
Conversation

+

Romantic Revelries:  
Texas Weddings  
Are Full of Glitz &  
Glam This Season

# Master OF HER CRAFT

ANYA TAYLOR-JOY'S  
ARTFUL APPROACH



## Shay Geyer

**IBB Design Fine Furnishings  
Owner/Designer**

Fine design is in Shay Geyer's DNA. "I grew up in the industry," said the Owner of IBB Design Fine Furnishings in Frisco. "My mom and IBB founder, Beth Rafferty, is an interior designer, and I'm privileged to have gained so much wisdom from her." Today, Geyer caters to clients desiring a designer look, so instead of sales associates, her team is comprised of more than three dozen professional interior designers.

Every day is a new adventure for the entrepreneur, who works on wide-ranging jobs including primary residences, vacation homes, and even private jets. "The ethos of our business is to give clients a truly unique and personal experience that offers them a home designed specifically for their taste and lifestyle," she shared. "We strive to make the design process fun and as stress free as possible."

More than forty years since its founding, IBB is known for going beyond mere furnishings and accessories, with custom draperies, window coverings, exclusive collections, and white-glove delivery all available in-house. This year, #teamIBB is also nominated for the ARTS Awards for Best Furniture Store in the country, an accolade that if won, would give them their fifth win and put them in the ARTS Awards Hall of Fame.

Outside of work, Geyer and her team support many organizations, from Minnie's Food Pantry to The Family Place, Sky Ranch, and Frisco Family Services. "I think staying involved in our community is a duty we are called to fulfill," she said.

Over the years, Geyer has learned countless lessons in business, namely the importance of staying curious, educated, and receptive to constructive feedback. "You must learn in order to grow," she shared. "Only arrogant people think they know everything. A true leader learns from those around them."



5798 Genesis Court, Frisco, TX 75034  
214.618.6600, [ibbdesign.com](http://ibbdesign.com)

PHOTOGRAPHY BY CAROL RIELL