Marie-Joe Bouffard

JFY DESIGNS | OWNER & PRINCIPAL DESIGNER

THE APPROACH

At JFY, we pride ourselves on being a highly custom design firm, approaching each project as a unique opportunity to create something fresh and new. I've learned that designing high-end luxury custom homes is not for the faint of heart. You have to think of everything in great detail, as each task is very granular. That's what made me fall in love with luxury interior design—it's one large puzzle. Our process is guided by the surrounding land, the architecture and each client's individual style. The clients are always involved, allowing us to continuously learn their likes, dislikes and the way in which they move through their daily lives. When my clients walk into their home, I want it to be so well thought out and impeccably detailed to their needs that they don't have to think. At this level, they are used to refined living and investing in functionality. This is way beyond picking the correct paint color—my goal is to design a lifestyle.

THE AESTHETIC

Growing up in Quebec City really shaped my perspective. Every street is intricately crafted with rich architectural history. When I travel, I make a point to seek out local artists, galleries and craftsmen. There's so much incredible, often undiscovered talent, and I really enjoy finding ways to weave those influences into my own work. Fashion is another source of inspiration. For me, well-designed clothing is another form of art. And just like any first impression—in interior design or fashion—classic, tailored pieces will never go out of style. So much that I love is rooted in traditional style, but I'm also drawn to modern art and architecture. Designing a space that has the right amount of tension between the two is so much more interesting than playing by the rules. This is why what we do is very custom—we get to dabble in a variety of styles.

THE GO-TOS

We are consistently elevating our designs by meeting new artists. There are many craftsmen in different fields - lighting, textiles, art, furniture -who are creating amazing pieces. Thus, I've developed countless valuable relationships over the past 25 years. It would be hard not to mention Verellen Furniture as they have a very strong identity. There's also countless antique dealers who hand-pick treasures from all over the world. One of our most recent finds, Taracea out of Mexico City, take their inspiration from trees. Boutique vendor Mr. Brown has pieces that nod to mid-century modern design. For me, a home without artful touches is never going to meet its full potential. The secret is adding unexpected elements with their own story while layering a mix of found pieces to create unique interest.

THE MANTRA

At this stage in my career, my biggest motivator is my team. When we created the studio a few years ago, it was a place to work that would inspire us and feel like home. Now, to see that daily, is an achievement in itself. It is a privilege to mentor young designers who are just starting their careers and developing their own aesthetic. I want them to learn from my failures, trials and successes. It is very rewarding to watch them excel. Along with elevating JFY, it's been very exciting to see how Nashville itself has grown into becoming such an important city in the world of interior design. We've had to learn a lot from the standard that newcomers bring from other design-forward cities. But the impact I want to have is to keep designing homes that respect the architectural history rather than erase it. Homes that say, "This is Nashville".

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—Marie-Joe Bouffard

My goal for each project is to truly design a home of luxury, ease and convenience—defined by a style that is timeless, collected and storied.