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## MODERN MOMS

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### SHAY GEYER

Title Here  
IBB Design Fine Furnishings

It's a family affair at IBB Design, and it always has been. Owner and lead designer Shay Geyer inherited her flair for style by studying her mother, Beth Rafferty, and now her girls Jaylie and Brooklyn have the same decorative eye!

"Both of them are so creative, the Christmas before last they asked for room refreshes—they're super opinionated now, and I just helped them execute their vision," laughs Geyer. "We always played something called the fabric game when they were little, when I would pull fabric samples and scatter them across the kitchen table, the girls would have so much fun helping me pull together color and pattern stories, just like my mother did with me."

So you could say it runs in their blood. Though, Geyer says, "I would never influence them to go into the family business either way, I want both of them to find their own passions."

As for how she manages a home, a luxury furnishings business, interior design projects, and more, she says it's a balancing act, with plenty of balls in the air. The ones she's juggling nowadays are fun. Her team is completing their fifth private jet project, she's working on a few projects in Park City, and one in Nashville for a singer/songwriter who splits her time between there and Dallas, and she'll be releasing her new Summer Botanical Collection this summer. Now that's a role model any girl would be proud of.

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



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# MODERN MOMS & DADS

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