



SHAY GEYER

Shay Geyer, owner and designer of IBB Design Fine Furnishings, celebrates her fifth ARTS Awards Hall of Fame accolade as Best Furniture Store in the Country.



Photography by Tammytha Cameron

What are your specialties in your industry?

SG: Fine design is in my DNA. I grew up in the industry as my mom, Beth Rafferty, was an interior designer before founding IBB Design in Frisco more than 40 years ago. Today, IBB Design is known for going beyond mere furnishings and accessories with custom draperies,

window coverings, exclusive collections and white-glove delivery, all available in-house. We cater to clients desiring a designer look, so instead of sales associates, #teamIBB is comprised of more than 37 professional interior designers.

What is your favorite part of your job?

SG: For an entrepreneur like me, every day is a new

adventure. I work on a wide range of jobs, including primary residences, vacation homes and even private jets.

What differentiates your business strategy in the industry?

SG: 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. We strive to make the design process fun and as stress-free as possible.

Is there a mentor who has influenced your career?

SG: I'm privileged to have gained so much wisdom from my mom, Beth Rafferty.

What are positive ways you use your power in your community?

SG: Outside of work, my team and I 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.

What is the most valuable lesson you have learned in your career?

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

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