



Hardcover  
10 x 12 in, 272 Pages  
250+ Color Photographs  
Pub Date: September 2018



JAY JEFFERS  
BE BOLD



# JAY JEFFERS BE BOLD

BESPOKE MODERN  
INTERIORS

\$50.00 U.S.

# BE BOLD

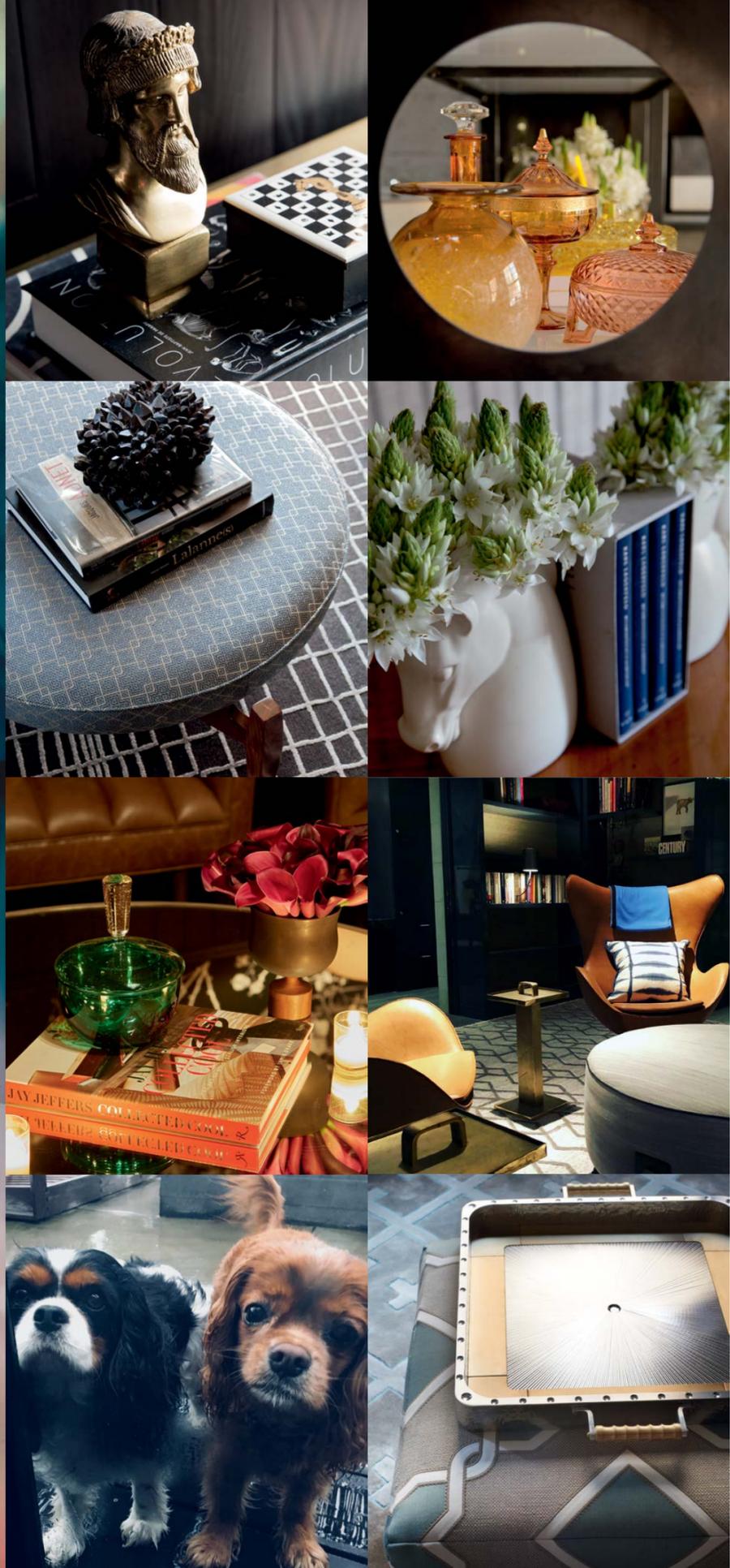
BESPOKE MODERN INTERIORS

Interior designer Jay Jeffers celebrates the exuberant use of color and finely crafted pieces in homes for the modern family.

This striking portfolio of projects thoroughly depict the designer's risk-taking approach, with unexpected combinations, bold patterns, and expert blending of custom, contemporary, and antique furnishings to create statement spaces that are as exquisite as they are beckoning. Luxurious yet livable, Jeffers' captivating designs exude soul alongside playfulness.

Whether it is a bespoke walnut dining table with inlaid bronze that mirrors the California coastline, giant hand-painted florals on wall-paper featured in a powder room, ottomans shaped as tree leaves in a children's bunk room of horizontal stripes, or a shag bedside lamp brazenly chained to upholstered custom paneling, each page spotlights the unique touch points that bring to life more than a dozen of Jeffers' most remarkable commissions across the country.

Equal parts entertainment and inspiration, *Be Bold* presents irrefutable proof that the modern family home can and should be synonymous with style.



## TABLE OF CONTENTS

WOW FACTOR	14
CREATURE COMFORT	40
ENCHANTED FOREST	55
WINTER RETREAT	76
GLAMOUR QUOTIENT	97
CONTEMPORARY COOL	110
OASIS ON THE BAY	135
PERSONAL BEST	150
NAPA VALLEY REDUX	164
CONFIDENCE GAME	182
FRESH THINKING	200
SECLUDED ST. HELENA	216
MODERN MOUNTAIN	241
CROWN JEWEL	256

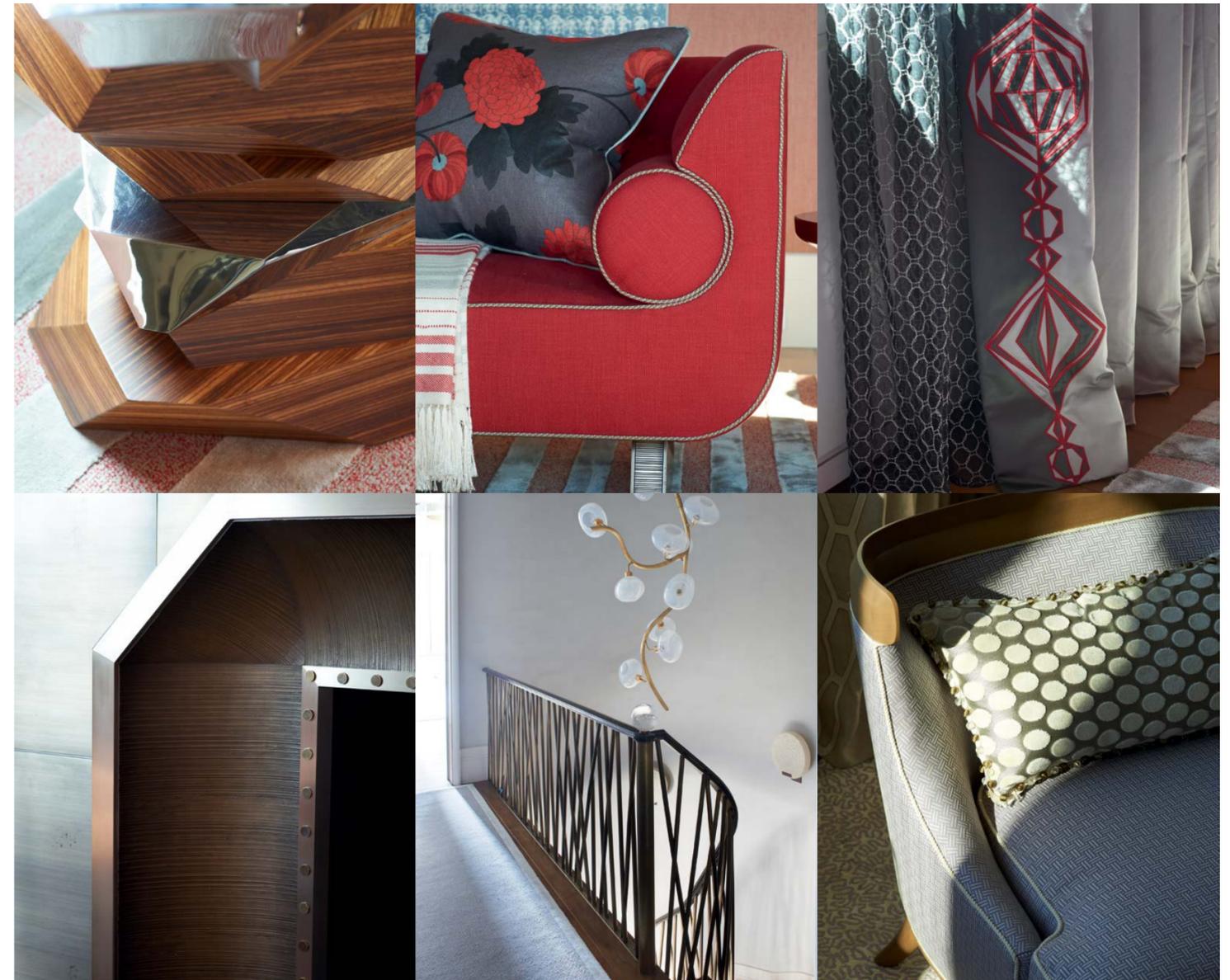




We married an array of patterns, colors, and textures to give this California master bedroom a bold and layered look, mixing things up with a graphic hair-on-hide wallcovering, a lozenge-motif rug, striped pillows, and a sexy fur-lined bench..



OPPOSITE: The graphic, crackle-like wall treatment in the powder room of this New York City apartment was inspired by vintage Bakelite boxes I saw in a Paris shop. BELOW: Singular flourishes—such as vivid upholstery, hand-embroidered curtains, and the bronze fireplace we designed—give this home its one-of-a-kind look.



# CROWN JEWEL

**I**magination is everything. When a commercial building in Pacific Heights was transformed into ultra-posh condominiums that would look right at home on Park Avenue, I had to dream up who might live in this model apartment one day—because when you are devising rooms with a purpose, you can't design in the abstract. I wanted to convey the air of a debonair, luxurious lair—a pied-à-terre, perhaps, for a couple who escape to this stylish San Francisco getaway to dine out or see a play.

The walls and ceiling of the foyer are paneled in chic white oak, whose grid of intersecting lines provides an artful backdrop, like a Sol LeWitt drawing. It's the kind of entrance that makes you want to toss your keys and pour a martini. Meanwhile, a watery, soft-green wallcovering in the study evokes a sky-high view of clouds one might see from a penthouse apartment.

As any good interior designer will tell you, lighting can make or break a space, and here we introduced striking sculptural fixtures—from sexy Murano-glass lamps to a chandelier that recalls a constellation of stars. The artworks, too, were hand-picked for dramatic effect, like Kota Ezawa's jazzy aquatints of a black-tie crowd.

This apartment ultimately sold for the highest price per square foot on the West Coast—a testament that good design is always a good investment.





Jay Jeffers is founder of JayJeffers Inc. and author of *Collected Cool*. He has received numerous honors, including being named to *Elle Décor's* A-list, and his work has been widely featured in notable shelter magazines, national newspapers, and show houses. Jay's retail showroom, JayJeffers — THE STORE, in San Francisco, offers a finely honed collection of vintage and made-to-order home furnishings and accessories. Jay has designed two collections for Arteriors.

Jay lives with his husband, Michael Purdy, in San Francisco and their Jeffers-designed Napa Valley getaway, "The Poolhouse," with their two Cavalier King Charles Spaniels, Olive and Kingsley.