

# Jeff Avery

showcases understated coastal style at his Tampa shop, Magnolia.



## his look

"I'm attracted to texture, shape, and color. I like furniture and accessories across the board—from fine antique or modern pieces to flea-market finds. If it's too studied, the look becomes flat and uninteresting. I go on instinct and avoid trends both in color and in furnishings. The best-designed homes evolve over time, rather than in a single shopping spree."



## form and function

"Avoid the roped-off feel of that living room you only enjoy on Christmas Day. You want elegant furniture, but need to be able to put your feet up." Jeff recommends linen upholstery with tailored slip-covers for active families. View some of Jeff's favorite upholstery (available through Magnolia) at Mitchell Gold + Bob Williams; [mgandbw.com](http://mgandbw.com).

## changing tides

"Coastal style has evolved. Now, it's more subtle and sophisticated. You can set a soothing seaside tone without being predictable. I stay away from seaside decor that's too obvious or over-the-top." Jeff's advice? Pick one coastal motif and use it in moderation. The texture of something as understated as a weathered wood chandelier or

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