

signature style

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.

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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a mother-of-pearl lamp references the sea without overdoing it.

color philosophy

"I'm into earth tones. Long-term, they live easier. After 10 years in my house, I haven't tired of its neutral palette." Keep the look monochromatic by painting walls and trim the same hue—allow your finishes to provide definition. Jeff adds luster and depth to walls with an eggshell sheen and emphasizes trim with a semigloss patina. Jeff's favorite neutrals are Coastal Fog (AC-1) and White Dove (OC-17) by Benjamin Moore; benjaminmoore.com.

expert advice

"Always paint a small section of the wall before you commit to coating the entire room. Live with it and see how it looks throughout the day. Because repainting can be costly, especially on exteriors, it's important to get it right the first time."

lights out

"If you see someone who is impeccably dressed but wearing terrible shoes, she won't look polished. The

same is true with lighting. It's one of the most important elements in a room. It finishes a space." Jeff opts for traditional lighting with a refreshing twist: "Classic, but at the same time not your grandmother's." View some of Jeff's favorite lighting (available at Magnolia) from Oly or Jamie Young; olystudio.com and jamieryoung.com.

on a dime

"It's an incredible rush to find a great piece at a flea market or estate sale. If a piece is designed well and has good lines, it doesn't matter where it was purchased. Some of the most interesting interiors come from having a restricted budget. It's a fun challenge, and the result is often more personal and interesting." 🌿

Magnolia, Tampa, Florida; 813/254-3337 or magnoliastyle.com

Where's your favorite coastal shopping destination? Let us know. Write to Signature Style, *Coastal Living*, 2100 Lakeshore Drive, Birmingham, AL 35209, or e-mail signaturestyle@timeinc.com.