



A Vision For The Future

Jayson Friedman Is Taking Brown's Interior Design To The Next Level

Jayson Friedman grew up in the furniture business, so it's no surprise that, after joining Brown's Interior Design in Boca Raton, he quickly moved up the ranks to become CEO in January 2016.

Since then, Friedman has been working alongside president and owner Dana Brown and her team to take the luxury residential interior design firm to the next level.

One of his key initiatives for 2017 includes a major redesign of Brown's Interior Design. The changes, slated to begin this summer, will emphasize and spotlight striking vignettes highlighted by lighting, scent, sound and cutting-edge technology to curate a one-of-a-kind experience as clients peruse the 10,000-square-foot showroom and design center.

"We want our clients to feel that, if they are in the market for design services, whether it be one room or an entire home,



Jayson Friedman

that Brown's would be their first and only choice," says Friedman.

Friedman, whose late father was president of Carl's Furniture, started his career in sales, moving up the ranks to become vice president of merchandising for Carl's Furniture. After a stint at Carl's Patio as general

man has introduced several successful initiatives, including the firm's Designers' Signature Program, which allows independent designers to utilize the showroom, gaining full access to catalogs, fabrics and finishes. Additionally, he launched the Retailer Rewards Program as a thank you to

"OUR FUTURE LOOKS BRIGHT."

merchandising manager, he decided to forge a new path. When late owner Steve Brown approached him in 2012 to join Brown's Interior Design, the timing couldn't have been more perfect.

"I saw a lot of my father in Steve. They were both well-respected community leaders and had strong moral and ethical characteristics. It was a natural fit to join Steve's family-owned firm," Friedman recalls.

Throughout his tenure at Brown's, Fried-

real estate agents for referring their clients to Brown's.

In addition to the showroom redesign, Friedman's goal is to continue to produce an environment where people want to work and come for all of their design needs.

"We have added new team members who approach our projects with a fresh, creative lens, and we are at the helm when it comes to sourcing exciting new brands and products," he says. "Our future looks bright."



**Brown's Interior Design is located at 4501 N. Federal Highway, Boca Raton.
For more information, call 561-368-2703 or visit brownsinteriors.com.**