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# Jennifer Dyer



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Designer Jennifer Dyer combined wool draperies made from suiting fabric with a faux-malachite desk and a Starphire glass coffee table to create a powerful yet feminine statement in this office.

A fearless attitude toward color and a passion for travel have made Jennifer Dyer a rising star in the world of design.



**I** "Dare to embarrass yourself," actress Drew Barrymore once advised, and designer Jennifer Dyer agrees. Thirteen years ago Dyer moved from London to Miami on a whim, intent on becoming an interior designer even though she had no training or experience. Offering to work without compensation, she went door-to-door to numerous design firms until one finally took her in. "If I'm no good, you'll have had a free secretary for six months," Dyer bravely told the staff.

But as it turned out, she was good. Very good. And now the Tennessee native has moved again and become one of the hottest independent designers in Los Angeles. Known for her exuberant use of color and eclectic melding of styles and periods, Dyer believes her globe-trotting has played an important role in her aesthetic. "Travel is one of my biggest influences," she says, recalling trips to Sweden, Morocco, and Milan, as well as an extended stay in Las Vegas. "Living in Europe was definitely an education on wonderful architecture. And now, wherever I go, I intentionally try to see how the locals live and how design and architecture impact their daily experience."

Since arriving in California, Dyer has fallen in love with the glamorous Old Hollywood look, particularly when it involves 1940s French furniture. "I've had to stop myself from buying

too many pieces from that era," she says. "The quaint elegance, the beautiful details—they didn't miss a beat with anything. But I know I need to branch out, so now I'm kind of on a midcentury modern kick."

Ever evolving, Dyer has decorated her own homes in a range of styles from contemporary to Cape Cod to Spanish Revival. But throughout her work, there's a common thread: vintage furniture and lighting. "I would never want to do a project where everything is brand-new," she says. "If it looks like it came straight out of a catalog, then how will your personality shine through? I'd much rather challenge my clients to reach beyond the usual, and that generally means incorporating vintage and one-of-a-kind pieces."

When starting a new project, Dyer often begins with a rug or special piece of fabric that sets the palette for a room. Then she layers in texture and detail, frequently adding one showstopper element that makes a bold statement—such as an electric-blue desk or a striking painting. "I try to avoid anything too uniform or matchy, because there's nothing interesting about that," she says. "And I definitely have to have some color. I love neutrals, but a monotone palette really throws me off. I mean, come on! How fun is white-on-white, really?"



**This photo:** To make this large bathroom feel more intimate, Dyer painted the ceiling a soft seafoam shade. A crystal chandelier echoes the opulence of the marble-lined floors and shower.

**Opposite:** Dyer employed rich fabrics and dark wood cabinetry to lend a masculine feel to this urban apartment. Then she lightened the mood with metallic and glass accents.