

# NEW YORK SPACES



TEXT: JUSTIN NAASIE  
PHOTOGRAPHY: RICK JOHNSON (SHOWROOM),  
BRITANNY AMBRIDGE (PRODUCT)

## CALIFORNIA DREAMING

WITH HER GLAM SHOWROOM IN THE NEW YORK DESIGN CENTER, LOS ANGELES-BASED DESIGN ENTREPRENEUR REAGAN HAYES TAKES HER LINE BI-COASTAL.

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**FOUR SQUARE** In her New York Design Center showroom, Reagan Hayes has created four distinct room environments, each with its own flavor, to demonstrate the range and possibilities of her line of furnishings and tables and how well the designs meld with the contemporary art that is intrinsic to her "elegance with an edge" point of view.



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**REINVENTING THE CLASSICS** As a trained interior designer, Hayes has a penchant for tweaking and reimaging classic furniture forms to suit the scale of today's rooms. Her upholstery designs are based on longtime favorites rooted in the 18th-century ideals of proportion and line, but revisited through today's eyes and crafted for today's needs. Her tables have an equal bias for form and function, and the same combination of elegance and edge. Throughout the showroom are artworks that have captured Hayes' eye and that reflect her singular spirit.

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**SOME PEOPLE COME** by their passion for interiors naturally—and Reagan Hayes is one of them. The Baton Rouge-raised graduate of Harrington College of Design "grew up around it," she says, thanks to her mother, a practicing interior designer. Moving to Los Angeles—and launching her namesake furnishings line—happened just as organically, when Hayes' husband took advantage of an opportunity there. Pregnant at the time (she's now the mother of three boys), she says, "I wanted to find a way to stay in the industry." So she did, starting first with upholstery, then adding tables.

As her family has grown, so has the business, enough so that a year ago, her husband, who had been working for a venture capital firm, came on board. Today, there are namesake Reagan Hayes showrooms in Los Angeles and New York, and three West Coast workrooms—metal fabrication, a foundry, and upholstery—that produce her standard and custom pieces.

Hayes describes her aesthetic as "elegance with an edge. A lot of the designs are based on classic silhouettes. I tweak them, strip them down, and play with proportion." In her 2,500-square-foot New York Design Center space, Hayes has organized four different "rooms, each with its own feel."

Art is an important element of her overall look. Since she and her husband have connected with many artists on both coasts, in the New York showroom they're repping a number of up-and-coming and more-established artists with a probing, make-you-think attitude, in the hopes that it will become an art resource, too: Heather Day, from the Bay Area; Bradley Theodore, a street artist with a fashion background; Peter Walker, "who does portraits of homeless people"; and Kimberly Brooks, well-regarded for her portraits.

Elegance with an edge? Yes. Reagan Hayes is showing us exactly what that means. **SEE RESOURCES ■**



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