

I n t e r i o r s & l i f e s t y l e



N° n i n e o n e s e v e n t h r e e z e r o o n e t w o s i x t h r e e s e v e n

WOWHAUS

DESIGNER. AESTHETE. ENTREPRENEUR. CREATIVE IMPRESARIO.

For over 20 years, Holly Jaffe has crafted publications and marketing campaigns, repositioned luxury brands, staged homes and designed furnishings. She has dazzled client after client seeking that über-chic sensibility.

Holly cut her teeth in Parisian antique stalls and ivy covered lecture halls. Inspired by the finest artisans, influenced by the concrete poets and visual titans like Apollinaire and Cartier-Bresson, taught by American modernist Paul Rand, her work is marked by eclectic sophistication. She was awarded a Bachelor of Arts from Stanford and a Master of Fine Arts from Yale.

Holly held positions at Condé Nast with *HG* and *Self*, and was recognized by the Society of Publication Designers for her Creative Direction of *Aspen Aces and Eights Magazine*. She co-designed two monographs on architects Frank Gehry and Robert Venturi for Peter Arnell at his legendary SoHo firm. Her strategic consultancy HOLLY A R JAFFE was named one of the “BEST SMALL FIRMS WORLDWIDE” for her work in television and she has been dubbed one of the region’s “hottest creative talents.”

Most recently, Holly has turned her keen eye toward home interiors and decor with WOWHAUS. The interior design incubator launched in 2013 brings attainable splendor to the home. Juxtaposing textures and materials often pulled from industrial environments, design elements such as concrete floors and stainless steel thresholds lend a striking modern opulence. A bidding war for her own Tickled Pink leather bolsters and pillows in dusty rose calfskin and mongolian lamb has prompted her to roll out the theme with a limited-edition bespoke *Collection: A Little Slice of Heaven*. Products in development like eelskin iPad covers in cerulean blue give a flavor of the aesthetic driving the WOWHAUS lifestyle brand. Current projects include an estate in Greenwich and residences in Easton, Palm Beach and Westport.