



# JOY TRIBOUT

“THE WHOLE OBJECTIVE OF DESIGNING THE INTERIOR OF A FAMILY’S HOME IS TO MAKE IT BEAUTIFUL THROUGH THEIR EYES. EVERYONE HAS DIFFERENT LIKES. BEING ABLE TO JUDGE SOMEONE’S PREFERENCES AND DREAMS IS JUST AS IMPORTANT AS A DESIGNER’S ABILITY TO IMPLEMENT THE DESIGN.”

– JOY



## *Interior Designer Extraordinaire*

Interior design is not only Joy Tribout's profession - it is her passion. Her distinctive designs have graced homes since 1983. Her clients range from captains of industry, finance, politics and celebrities, to ordinary homeowners looking to spruce up their surroundings. Whatever the reason, people have come to know and appreciate Joy's unique sense of design and style.

Joy is personally involved with every project. Along with her designs, she brings a high level of experience, innovation, and integrity that has helped forge her reputation. She's also discovered that satisfied clients are her best form of advertising - recommendations have linked her from one project to the next. Design is her life, and creating a lifestyle for her clients is her business.

### A PASSION FOR STYLE

Drawing inspiration from her clients' perspectives, Joy Tribout captures an essence of a client's unique personality in every project she takes on. By forming a special bond with her clients, Joy combines their desires and visions with her own intuitive sense of design.

Joy's flair is for color and fabric. "I can work in a French style, be eclectic or even contemporary," she muses. She enjoys incorporating some of her favorite trademark touches into her work, including splashing a bit of green into a base color or accent. "Green makes a room come alive, no matter what other colors are used," she says.

Integrating unique patterns, bold fabrics and carefully selected accessories help to create a warm tactile richness her clients adore. Her work generates its own identity of elegance and agelessness, but never overtakes the desires and wishes of her clients.



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# Caroline Cole

by  JOY TRIBOUT

## *Not your Ordinary Pillows*

Joy Tribout will tell you that the pillow is an integral part of completing the room. Knowing the aesthetic importance a pillow can bring to a sofa, chair and entire room, Joy decided she needed more control over the designs available to her. She set out to create her own designs to match and coordinate with her interior designs.

Utilizing outside manufacturers to produce her designs, Joy's focus turned to quality and craftsmanship aspects. After unsuccessful attempts to get outside suppliers to meet her high-quality demands, Joy decided to develop her own operations and manufacture her designs under her personal control and authority.

Joy sought out true talent to support her sewing operations. Her travels to the Middle East introduced her to old world craftsmen that brought their skills to America and now provide a unique quality not found in many domestic pillows. Today, the Caroline Cole pillow is synonymous with contemporary design, exquisite quality and craftsmanship - and it is exclusive to Caroline Cole dealers.

Joy Tribout's creativity is now found in hundreds of pillow designs. With the help of son, Torre and daughter, Tammy, Caroline Cole is now a nationally recognized brand. The product is a reflection of Joy Tribout's creativity, sensitivity and commitment to uncompromised excellence.

## *Caroline Cole Facts*

- ✦ Caroline Cole utilizes only the highest quality fabrics imported from across the world.
- ✦ The staff is comprised of professional seamstresses and upholsterers who bring old world craftsmanship and quality into every pillow.
- ✦ Caroline Cole is USA manufactured in Belleville, Illinois.
- ✦ The website [www.carolinecole.com](http://www.carolinecole.com) offers the consumer an extensive way to search through her pillow designs - by color, pattern, shape, size, accessories or fabric.
- ✦ Several of Joy's items are also offered in 10 Crescent Lane, an upscale home furnishings catalog.
- ✦ Caroline Cole is proud to be affiliated with JDouglas, an innovative home decor representative group known for representing some of the most seasoned and prestigious manufacturers. [www.jdouglasatlanta.com](http://www.jdouglasatlanta.com)
- ✦ The Caroline Cole collections will also be present at the Highpoint International Home Furnishings Tradeshow, where over 70,000 of the world's top buyers will come to observe the designs of 2,500 leading exhibitors from across the globe.



## Joy's Biography

*By starting her professional career as an interior designer later in her life, Joy was able to focus on raising her children and taking care of her family, but always kept her dream in sight. Today, she has successfully built her interior design business to include her family. The Tribout's all contribute to building a dynamic company that is among the very best in the business. With Joy's vision, her children Tammy and Torre have expanded the business to offer a complete line of furniture, accessories and home decorating products.*

*Joy has taken her talents to the real estate market and is now designing new homes from the ground up. She has recently completed new homes in the Southern Illinois area.*

*Always a progressive marketer, Joy maintains retail operations in Belleville, IL and Clayton, MO (both suburbs of St. Louis, MO). Along with her dedicated retail operations, she also distributes a line of Caroline Cole<sup>SM</sup> pillows through a network of home accessory sales representatives.*

*Joy is on the move today, developing her name in association with many products for the home interior and exterior. These products are sold through exclusive licensed agreements and available to both the professional and consumer market.*



### TRIBOUT HISTORY

1986

Joy Tribout Interiors opens in Belleville, IL. and focuses on exclusive custom interior solutions and retail home furnishings.



1995

Joy and her daughter Tammy Caruso began designing pillows to compliment her unique furniture and design displays.

1995

Joy Tribout Interiors expands operations and opens their second retail store in Clayton, MO.

1999

Torre joins Caroline Cole and integrates business strategies into the company.

2000

Joy's new website goes underway, profiling her designs and providing retail links to Caroline Cole Pillows.

2006

Joy enters into licensing agreements to carry her name on various products.



## JOY'S DESIGN STRATEGY

Building the perfect room or home cannot be achieved without a well-designed and executed plan. Joy's strategy has been an integral part of her success for many years. She attributes this to simply understanding the client's visions and inspirations. The remainder is a foundation of quality products, professional craftsmanship and dedication to excellence.

- ✦ Joy begins each interior design project by forming a relationship with the client to develop an understanding of the project. From here, Joy can make the design unique and personal.
- ✦ As a designer, Joy's work starts with the basics (paint, wall coverings, window treatments, etc.) and builds the room. Her focus is on every detail of the design process – from the wall color and fabric styles, and even decorative hinges and doorknockers.
- ✦ Joy typically manages the project from all aspects. She oversees and directs all facets of the interior construction, refurbishment or makeover. She also involves the client to ensure that they are comfortable with the decisions and quality of work along the way.
- ✦ Working with a select team of designers and buyers, Joy is able to handle many projects at one time. Together, everyone is intune with the ultimate goal... to create!
- ✦ Upon completion, Joy presents her designs and is ready to receive critiques and feedback from the client. Any issues, alterations or changes are discussed and implemented. Her goal is to make sure the client is completely satisfied.
- ✦ After the project, Joy maintains a relationship with the client and a devotion to her design. This allows her the chance to continue on other rooms or projects that will eventually culminate into a home that is unique, creative and inviting.



 JOY TRIBOUT

☞ Caroline Cole

by  JOY TRIBOUT

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