

SHOUTOUT MIAMI

LOCAL STORIES

Meet Kyra Schulhof | Owner of Fayette Studio



We had the good fortune of connecting with Kyra Schulhof and we've shared our conversation below.

Hi Kyra, can you walk us through the thought-process of starting your business?

When I started my own business, it was more by chance than by design. I was working as a decorator and noticed that many clients struggled with the cost of high-end carpeting. Through a friend, I was able to open a wholesale account with a few carpet mills, which allowed me to purchase quality carpeting at a dealer cost, ultimately giving me an opportunity to expand my project sources and clientele. However, I soon discovered that maintaining the account required continuous investment in new samples, which I was not aware of initially.

Thinking outside of the box, I approached my local upholster who allowed me to showcase my samples in his workroom on Fayette Avenue (which inspired our company name). Through collaboration and by working with the upholster's designer clients, we were able to provide a wider range of products and services, which benefited everyone involved. Collaboration, something highly valued at Fayette Studio, was critical to our growth and success.

I quickly learned everything I could about broadloom carpet and rugs and gained a serious passion for handmade and custom carpet specifically. From day one, I was offering a concierge service to designers and as my business grew, I learned to collaborate with other carpet stores for products that I couldn't obtain on my own.

Looking back I realize that starting my own business was a happy accident, but it was ultimately the best thing that could have happened to me. I love what we do and the variety of products and sources we're able to offer to our clients!





Alright, so for those in our community who might not be familiar with your business, can you tell us more?

Our business is focused on providing top-quality rugs to our designer clients, with a strong emphasis on attention to detail, transparency, and collaboration. Our team strives to treat every client project as if it were our own home, going above and beyond to ensure that each rug is perfectly suited to the client's needs and tastes.

What sets us apart from others in our industry is our commitment to customer service. We are always willing to go the extra mile to ensure that our clients are completely satisfied with their rugs. We pride ourselves on asking the right questions and helping our designer clients find the best rug for their projects, even if it means directing them to a different provider.

Our journey to where we are today in the business world has not been easy, but we have learned many valuable lessons along the way. We have faced challenges such as sourcing high-quality materials and dealing with logistics, but we have overcome these obstacles by focusing on our core values and being persistent in our efforts. By embracing our mistakes and continually learning and growing, we have become a stronger and more effective company.

We are proud of the reputation we have built as a trustworthy and dependable provider of high-quality rugs, and we look forward to continuing to serve our clients with the same level of care and attention to detail that has set us apart from others in our industry. We want the world to know that we are passionate about what we do, and that we will always strive to deliver the best possible product and service to our clients.





Who else deserves some credit and recognition?

My husband Dean and my three children were a huge support system. Their patience and understanding was what kept me going when things got tough. I know they are proud of my efforts and what we have created.

My team at Fayette: Katherina, Rickie, Anita, Megan and Allyson work so hard to bring a perfect custom product to our clients. They are on top of their game and know how to anticipate our client's needs.





Website: www.fayettestudio.com

Instagram: @fayettestudio