



# FINAL INTERNSHIP PRESENTATION

Molly Daines | Marketing & Communications Intern

June 2- August 29 | JOUFFRE

# Internship Objectives



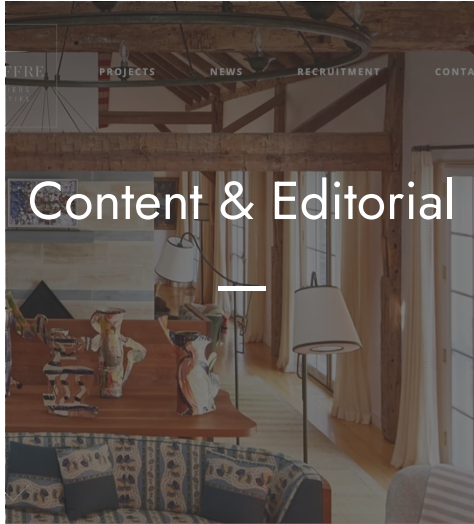
## My Focus This Summer

- Strengthen communications across digital + client channels
- Support Collectible Design launch
- Build client-facing resources
- Create synergy between NY & Lyon teams



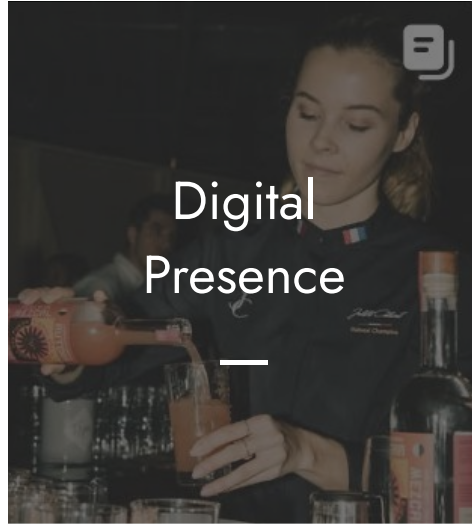
# Scope of Work

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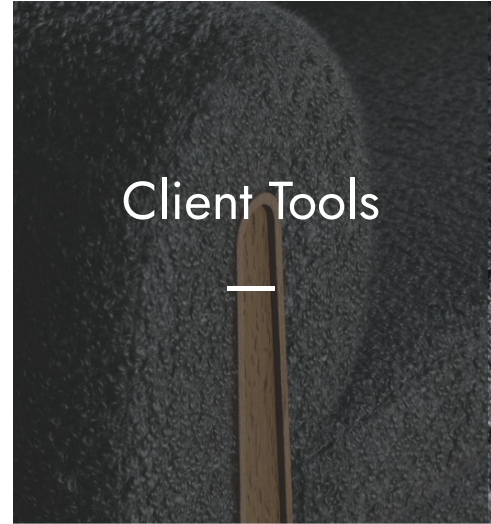
Content & Editorial

Articles, Newsletters, PR



Digital  
Presence

Social Media, Video, Web



Client Tools

Decks, Guides, Surveys

# Deliverables

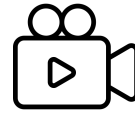
The Numbers



5 Articles + 3 Newsletters



20 (8 posted/12 scheduled)  
Instagram + LinkedIn Posts



2 Videos + 1 Video Proposal



2 Client Presentations



Client Feedback Templates + Survey



3 Client-Facing Resources

# Highlights





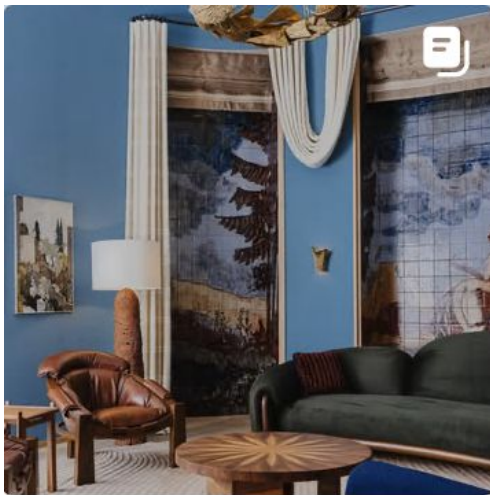
# Digital Visibility

## Social Media & Video

- 8 posts + 2 videos, more ready in drafts
- Top post: Paradis Trouvé Showroom → 5.7K impressions, 432 engagements
- Humans of Jouffre + Pronunciation video → Humanize the brand
- 5 articles + 3 newsletters → consistent editorial touchpoints reinforcing brand voice

Highlight #2

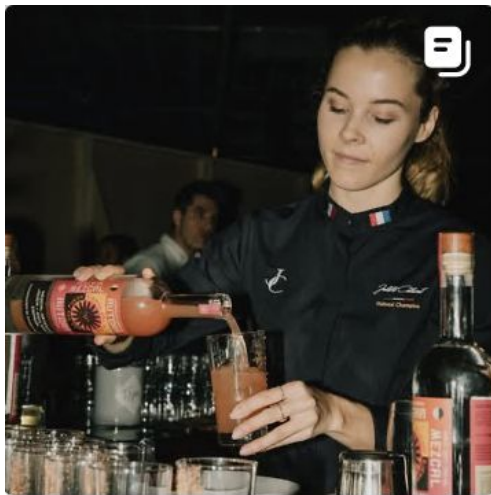
## Top Performing Posts



**Step inside the brand  
new showroom...**

Fri Jun 20, 9:23am

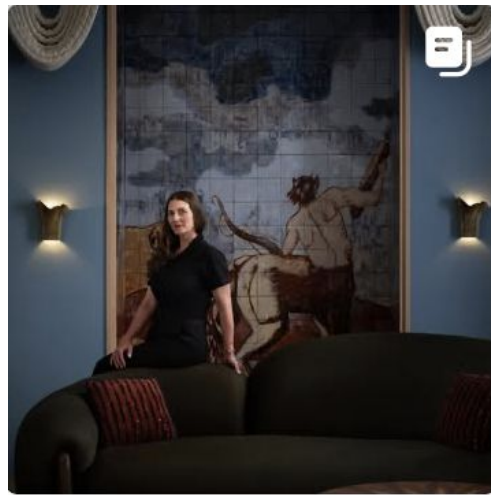
👁 9.1K    ❤ 432  
💬 11    ➡ 14



**Celebrating NY Design  
Week during...**

Fri Jun 6, 11:28am

👁 11.5K    ❤ 234  
💬 10    ➡ 18

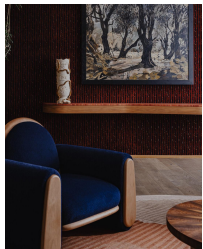


**In our New York  
showroom, 'Liminal...**

Wed Aug 20, 10:01am

👁 6.5K    ❤ 170  
💬 20    ➡ 7

# Paradis Trouvé Follow-up & Expanded Workshop



## ON INSPIRATION

"My goal was to create a piece that took the vernacular of rounded, chubby forms and elevate it away from cute and playful into a mature and elegant expression."

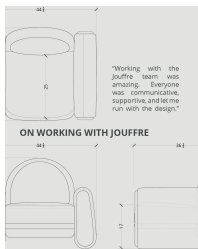


## ON THE PIECE

"This piece represents coming into the next chapter of my design career. I'd always wanted to do a fully upholstered piece. The Jouffre team helped me feel more comfortable branching into that unfamiliar territory."

## ON CRAFTSMANSHIP

"Craftsmanship is at the center of my design practice. If a thing isn't made well, it's not worth anything."



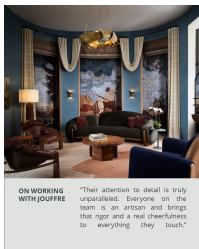
## ON WORKING WITH JOUFFRE

"Working with the Jouffre team was amazing. Everyone was communicative, supportive, and let me run with the design."



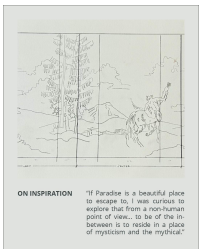
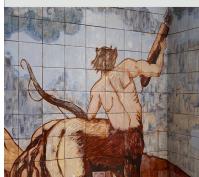
## ON WORKING WITH JOUFFRE

"Their attention to detail is truly unparalleled. Everyone on the team is an artisan and brings that rigor and a real ownership to everything they touch."



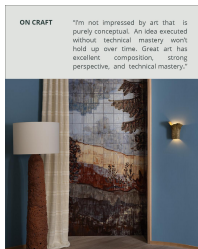
## ON THE PIECE

"I'm always honing my technical chops. Working on Cirrus Premium allowed me to continue doing that, diving in many more nuanced permutations of the vagaries of glaze."



## ON INSPIRATION

"If Paradis is a beautiful place to escape to, I use surfaces to explore that from a non-human point of view, to be of the in-between to reside in a place of mysticism and the mythical."



## ON CRAFT

"I'm not impressed by art that is purely conceptual. An idea executed without technical mastery won't hold up over time. Great art has excellent composition, strong perspective, and technical mastery."

JOUFFRE INC.  
40-25 12TH STREET  
LONG ISLAND CITY, NY 11101  
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WWW.JOUFFRE.COM

## Jouffre Expands NYC Atelier, Unveiling a New Paradise-Inspired Showroom, Larger Craft Spaces, and State-of-the-Art Woodshop

**Long Island City, NY - Summer 2023** — Jouffre, the internationally renowned French upholstery house, has completed a major expansion of its New York atelier in Long Island City, marking a decade since the opening of its U.S. workshop. The newly renovated 36,000 sq ft space dramatically increases the company's capacity and capabilities, while reaffirming its commitment to craftsmanship, sustainability, and design innovation.

### The expansion includes:

- **A redesigned showroom** — showcasing upholstery made exclusively from natural materials and new collaborations with design-craft partners from around the world.
- **Enlarged upholstery and window treatment ateliers** — allowing Jouffre to take on projects of unprecedented scope and scale.
- **A state-of-the-art woodshop** — enabling the creation of artisanal upholstery frames alongside sculptural wood designs that seamlessly integrate with upholstery or stand alone as collectible pieces.

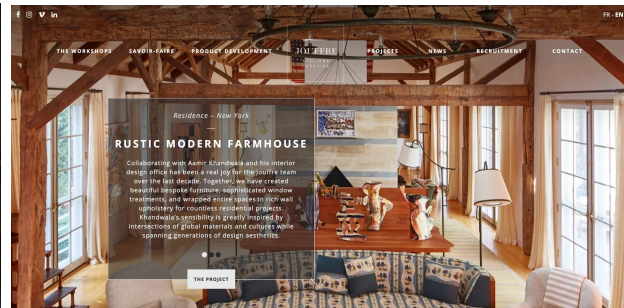
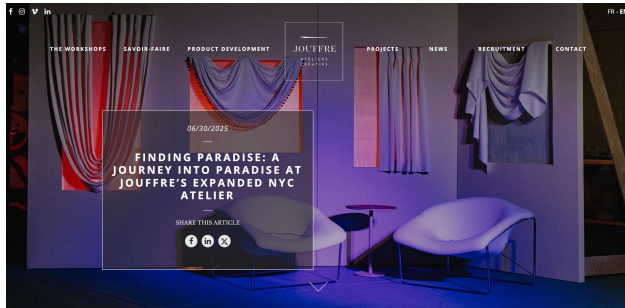
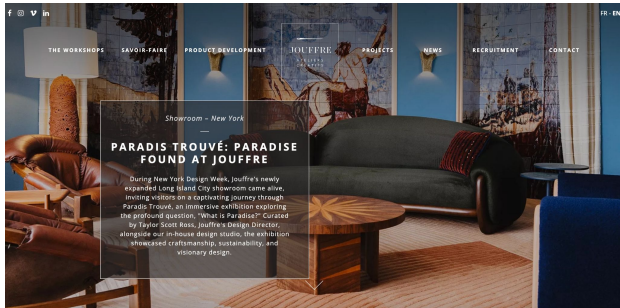
At the heart of the new atelier is a state-of-the-art woodshop, now equipped with CNC technology that allows for rapid prototyping and precise fabrication of complex frames, sculptural elements, and custom surface textures. This in-house capability not only streamlines production but enhances the creative dialogue between design and craft, ensuring every curve, joint, and finish is executed with intention. The enlarged space also includes a new photography studio to document finished works at scale, a refined upholstery floor to accommodate larger and more complex projects, and expanded zones for window treatments and wall upholstery. Every square foot was designed to support the excellence of the craft and the people behind it.

11000 | 40 RUE ALGER, PARIS/16E ARRONDISSEMENT, FRANCE | 33 1 47 29 86 10  
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## PRESS OUTREACH LIST/CONTACTS

PUBLICATION	CONTACT	WHY
Business of Home	Have a question, tip, story, or idea? <a href="mailto:info@businessofhome.com">info@businessofhome.com</a>	Trade-focused and covers industry news, studio expansions, and innovations
Interior Design Magazine	For editorial staff contact information for submitting news, products, projects, and events to the magazine or website, please visit Editorial Submissions.	High visibility among interior designers. Often features studio expansions
Sight Unseen	All submissions must be sent by email to <a href="mailto:submissions[at]sightunseen[dot]com">submissions[at]sightunseen[dot]com</a>	Focus on contemporary design and collectible pieces. Appeal around process, workshop, culture
Design Milk	If you are interested in sharing a project for editorial consideration, we accept email submissions sent to <a href="mailto:info[at]design-milk.com">info[at]design-milk.com</a>	Covers studio evolution, great for storytelling
Dezeen	Interior projects: <a href="mailto:interior_submissions@dezeen.com">interior_submissions@dezeen.com</a> American projects for architects and designers based in the Americas, you can also send your projects direct to our New York team. Just send us email containing text and images to: <a href="mailto:us_submissions@dezeen.com">us_submissions@dezeen.com</a>	International reach and coverage of design studios
AD PRO	Press Media Inquiries: <a href="mailto:ad_pro_inquiries@adprodesign.com">ad_pro_inquiries@adprodesign.com</a> Design projects to submit a design project for consideration, please send your submission as a PDF attachment to: <a href="mailto:ad_pro_letters@adprodesign.com">ad_pro_letters@adprodesign.com</a> with	Trade-focused arm of AD with high engagement from practicing interior designers

# Articles & Newsletters



## Crafted with Care: Natural Materials at Jouffre

As health, well-being, and environmental responsibility become more central to the design conversation, natural upholstery materials are evermore important as essential elements of thoughtful interiors. That is why we continue to expand our use of natural, responsibly sourced materials within our upholstery practice.



## Team changes

### Team Departures



## Paradis Trouvé: Paradise Found at Jouffre

During New York Design Week, Jouffre's newly expanded Long Island City showroom came alive, inviting visitors on a captivating journey through Paradis Trouvé, an immersive exhibition exploring the profound question, "What is Paradise?" Curated by Taylor Scott Ross, Jouffre's Design Director, alongside our in-house design studio, the exhibition showcased craftsmanship, sustainability, and visionary design.



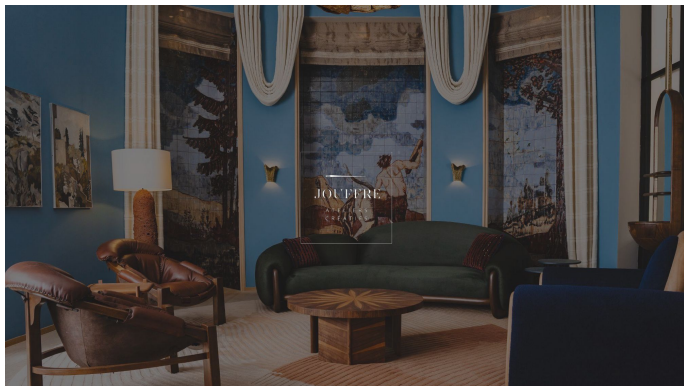
# Client Tools



- General Presentation + Collectible Design Deck
- Client Feedback Templates + Satisfaction Survey
- Tear Sheets, Natural Materials FAQ, and Material Care Guide



# Client Resources (Visuals)



## 2025 Client Satisfaction Questionnaire

We deeply value your perspective. This questionnaire is an opportunity to share what you've loved about working with us and where we might improve. Your insights will help us refine our craft and enhance communication.

Next

Clear form



### Natural Materials FAQ

#### What you need to know:

##### Natural Materials

Jouffre partners with Enkei, a Dutch company renowned since 1932 for its commitment to high-performance natural fibers. Each material we select has been evaluated for comfort, durability, and environmental responsibility.

##### What materials do we use?

- Coccolac
  - Coconut fibers and natural latex
  - Tough and elastic due to high lignin (organic polymer) content
  - Offers ventilation and support
- Harkirk
  - Made from animal hair and natural latex
  - Natural micro-springs provide resilience, ventilation, and pressure distribution for comfort
  - Naturally hypoallergenic, antimicrobial, quick-drying, and temperature regulating
- American Wool
  - Locally sourced and certified under the RWS (Responsible Wool Standard)
  - Hypo-allergenic and ideal for sensitive users
  - Soft, breathable, and temperature regulating
- Filépard Herculat
  - Composed of coil (coconut fiber) and long horse hair fibers
  - Layers of these needed pads are used to build up comfort
  - Provides dynamic support and springiness
- Natural latex foam
  - Talalay latex is made from 100% natural rubber
  - Natural resistant to mold, mildew, and dust mites, ideal for allergy-sensitive environments
  - Offers 7x more breathability than traditional foams for enhanced temperature regulation and comfort

##### Are they fire-safe?

- Our materials from Enkei are naturally free of harmful flame-retardant chemicals, though treated options can be introduced upon request. Additionally, many

#### Returning Client Follow-Up Questionnaire

To be sent after completing a project with a returning client

Dear (Client Name)

It's always a joy to collaborate with you. We're proud to have supported your vision again and we would love to know how this experience compared to previous ones.

When you have a moment, would you mind sharing:

##### Your Experience

- What stood out to you in this project, and what could have been better?
- How did the communication and coordination feel this time around?
- Were you satisfied with the quality and precision of the finished pieces?
- Did the timeline align with your expectations?
- How did our project manager support you throughout the process?
- Did you feel the value matched the investment?

##### Looking Ahead

- Do you have upcoming projects where we could support you, or are there other areas, like drapery, wall upholstery, or furniture fabrication, where you're seeking assistance?
- Will your support be professionally photographed? If so, could you let us know who we should contact about image usage or credit?

##### Additional Offerings:

- We also offer a curated selection of ready-to-order pieces, including restored vintage and collectible contemporary designs. Let us know if you'd like us to share more!

Thank you again for the continued trust. We look forward to our next project together.

Warm regards,

#### Jouffre - Client Feedback Email Templates

This customizable Google Doc template is designed to help you create thoughtful, personalized post-project follow-up emails. There are three different templates depending on whether the client is **New**, **Returning**, or **Lapsed** (hasn't worked with us for a while), and based on project specifics.

##### Client Type When to Use

New	After first completed project
Returning	After multiple collaborations
Lapsed	After a client returns following time away

##### Client Feedback Protocol

###### 1. Post-Project Email Questionnaire

###### Purpose

To gather insights on the client's experience after a completed project—what went well, what could improve, and how we can continue to grow as partners.

###### Timing & Frequency

- Send at the close of a completed project
- Be strategic with long-term or high-frequency clients—avoid over-sending

###### 2. New Client Onboarding Questionnaire

###### Purpose

To understand how a client found us, their working style, values, and project planning rhythm early in the relationship so we can tailor our service from the very beginning.

###### Timing & Frequency

- Send during initial contact or once project discussions begin

# Material Care Guide

- Resource for clients to maintain and care for their pieces
- Reinforces Jouffre's craftsmanship beyond the workshop
- Collaboration with material suppliers



## DISCLAIMER

The care recommendations provided in this guide are intended as general guidelines for maintaining the appearance and longevity of your Jouffre pieces. They are not exhaustive, and specific materials, finishes, or fabrics may require specialized care beyond what is outlined here.

We strongly recommend consulting with the fabric house or restoration expert for precise, product-specific instructions for cleaning or maintenance. Always test any cleaning method or product in an inconspicuous area first, and when in doubt, engage a qualified professional.

Jouffre is not responsible for damage that may result from cleaning and maintenance.



## LEATHER & SUEDE

### LEATHER

#### Cleaning

- Dust frequently to prevent drying and cracking.
- For stains, use a mild soap solution.
- For stubborn stains, consult a professional.

#### Maintenance

- Wipe spills promptly to avoid staining.

#### Protection

- Keep away from direct sunlight and heat sources.
- Avoid contact with lotions or water for prolonged periods.
- Avoid saturating the leather.
- Avoid using water-based or solvent cleaners.

### SUEDE

#### Cleaning

- Use a soft brush or low-power vacuum regularly to remove dust and maintain texture.
- Light brushing can lift marks or surface dirt.
- Consult a professional for stubborn stains.

#### Maintenance

- Gently brush nap periodically to keep it looking fresh.

#### Protection

- Avoid excessive moisture or wet cleaning methods.
- Keep away from direct sunlight.



This is not exhaustive, please consult the fabric house for fabric-specific instructions.



## FABRIC

### VELVET

#### Cleaning

- To lift brushing or flattening, lightly steam and gently brush in the direction of the pile.
- Blot newer rub-off spills with a clean, white cloth.
- For persistent stains, use a mild soap solution or dry-cleaning solvent (test first).
- Start from the outside of the stain and work your way into the middle.

#### Maintenance

- Vacuum regularly with a soft brush attachment.
- Natural humidity can help marks recover over time; in dry climates, steaming may be required.

#### Protection

- Avoid contact with water.
- Avoid harsh cleaning methods or products.

### MOHAIR

#### Cleaning

- Blot spills immediately with a clean, white cloth.
- For stubborn stains, use a mild soap solution or dry-cleaning solvent (test first).
- Brush gently in the direction of the nap to maintain its texture.

#### Maintenance

- Occasionally brush with a mohair-specific upholstery brush to revive the nap.
- Rotate cushions or seating positions to minimize wear in high-use areas.

#### Protection

- Avoid excessive moisture, harsh cleaners, and abrasive brushes.



This is not exhaustive, please consult the fabric house for fabric-specific instructions.

## STONE & METAL

### STONE

#### Cleaning

- Wipe daily with a soft, damp cloth.
- Use a pH-neutral stone cleaner or mild soap for deeper cleaning.

#### Maintenance

- Seal regularly, especially for porous stones like marble, limestone, and travertine.
- Use acetone for light stains.
- Minor etching or scratches may be buffed or resealed.
- Soapstone can be oiled to enrich its patina and sanded to remove scratches.

#### Protection

- Never apply waxes or oily polishes.

### METAL

#### Cleaning

- To remove fingerprints for blackened steel w/ lacquer, brass patina w/ lacquer, and polished brass w/ lacquer, use Windex (spray Windex on towel and wipe material) and dry immediately.

#### Maintenance

- Frequently dust with a microfibre towel.
- For blackened steel, use WD-40 twice a year to prevent rusting; spray small amount on towel to clean metal. Use a dry towel to remove immediately.

#### Protection

- Do not expose metal to water for too long.



This is not exhaustive, please consult the supplier for material-specific instructions.



# Collectible Design Launch Kit

- Unified presentation, tear sheets, video proposal
- Positioned Jouffre for its Collectible Design launch

## Kit Includes:

- Presentation
- Tear Sheets
- Printable cards & images for wall posters
- Video proposal



# Collectible Design Launch Kit (Visuals)



RRP (Rees Roberts + Partners) x JOUFFRE

## HENCE SOFA



### DESCRIPTION

The Henge Sofa comes in two sizes: 150cm and 180cm. It is a modular sofa with a curved wooden base and a soft, upholstered seat and backrest.

### MATERIALS

The Henge Sofa is available in two finishes: a dark brown leather and a light beige fabric. The wooden base is made of solid oak.

### PRICING

150cm: £1,200 (Leather) / £800 (Fabric)  
180cm: £1,500 (Leather) / £1,000 (Fabric)

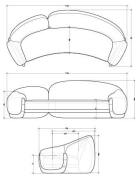
### DIMENSIONS

150cm: 150cm x 85cm x 85cm  
180cm: 180cm x 85cm x 85cm

## HENCE SOFA



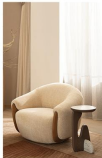
### TECHNICAL SPECIFICATIONS



RRP (Rees Roberts + Partners) x JOUFFRE

RRP (Rees Roberts + Partners) x JOUFFRE

## HENCE CLUB CHAIR



### DESCRIPTION

The Henge Club Chair is a modern, curved chair with a soft, upholstered seat and backrest. It is available in two finishes: a dark brown leather and a light beige fabric.

### DIMENSIONS

85cm x 85cm x 85cm

### MATERIALS

The Henge Club Chair is available in two finishes: a dark brown leather and a light beige fabric. The wooden base is made of solid oak.

### PRICING

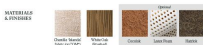
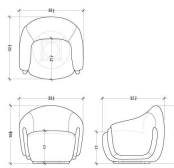
85cm: £600 (Leather) / £400 (Fabric)



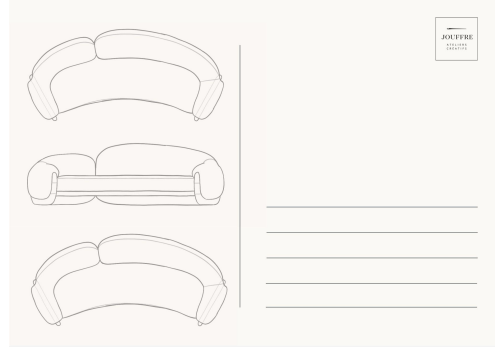
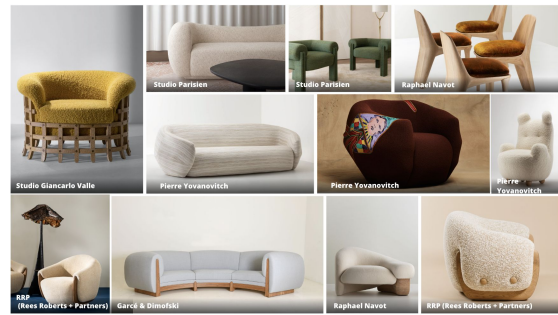
## HENCE CLUB CHAIR



### TECHNICAL SPECIFICATIONS



RRP (Rees Roberts + Partners) x JOUFFRE



# Henge Collection Visual Essay (Proposal)

The idea for this visual essay is motivated by the energy and positive response around the Henge Collection. It will support our effort to both sell Collectible Design pieces and collaborate with more designers to create bespoke collections.

## VISUAL ESSAY: HENGE COLLECTION



A PROPOSAL

JOUFFRE 2025

### SCENE 1



**Opening Atmosphere**  
Wide shot of NYC skyline with the water  
Pan across East River

### SCENE 2



**Arrival by ferry**  
Ferry on water heading toward LIC  
Water spraying, skyline shifting into focus

*Dialogue: "When we started this project, we wanted to create something that feels both rooted and timeless."*

### SCENE 5



**The Dialogue**  
Taylor and Lucien seated in showroom,  
conversation is naturally captured,  
intercut with sketches, design inspo, etc.  
quick flash of landscape

*"We were really inspired by ancient neolithic Henge sites and pulled in references from landscapes and stone forms. That became the foundation of the collection."*

### SCENE 6



**Design collaboration**  
Sketches being pinned to a board.  
Hands arranging fabric swatches, overlapping textures.  
Moodboards layered with materials + inspirations.

*"After sketches and drawings, we refined the proportions, the curves, and the materials. It was very collaborative."*



DAY 1

#### Woodworking and Interview

- Woodshop (great light in afternoon): hero shots of the making of the Henge Chair frame
- RRP interview in Jouffre showroom

DAY 2

#### Upholstery and Arrival shots

- Arrival sequence: ferry entrance, LIC skyline
- Upholstery process-emphasis on use of natural materials

DAY 3

#### Fabric & RRP Office

- Fabric upholstery process
- RRP office: design process, tease what's coming next

DAY 4

#### On-site Shoot

- Placement of Henge Collection in a natural setting
- Drone shots of pieces in landscape

Click [here](#) to view the full proposal.



# Results

## Impact of My Work

- Reinforced editorial voice with multiple articles and newsletters
- Reached 5K+ audiences through digital campaigns
- Equipped clients with polished resources that inspire trust and efficiency
- Built foundations for press outreach + client feedback



## To come...

Projects Developed, Launching Soon

- 'Designers in Dialogue' with Aamir Khandwala
- *Humans of Jouffre* with Corina (video)
- Jouffre Pronunciation (video)
- Audeamus posts
- Spotlight on Artisans series





# Opportunities

## Looking ahead

1. Analytics and Insights: Implement a Simple Reporting Framework
  - a. Metrics: reach, impressions, engagement rate, open rates.
  - b. Use data not only for tracking but to inform what content to prioritize
2. Immersive experiences
  - a. Experiment with immersive storytelling formats, whether through digital showroom tours, gallery pop-ups, etc. that tell Jouffre's story and enhance their visibility in an impactful way
3. Client journey mapping
  - a. Do a deep dive of the client's journey with Jouffre at every touch point and ensure that every stage is cohesive and sends a message that matches Jouffre's values/brand identity

A woman with blonde hair in a ponytail, wearing a white lace top, is seated and operating a professional video camera. She is in a studio or office environment. In the background, there is a large window with blinds, a desk with a computer monitor, and a small American flag. To the right, another person is partially visible, seated at a desk. The scene is dimly lit, with the primary light source being the camera's viewfinder and the studio lighting equipment. The text "Thank You for Everything!" is overlaid in white on the lower half of the image.

**Thank You for Everything!**