HOW

JESSICA DAVIS

IS TURNING THE HANDLE ON THE HARDWARE INDUSTRY
Learn what’s new in hardware design in this Q&A with Jessica Davis, Founder & Creative Director of Hardware Design at Nest Studio.
HOW HAS NEST STUDIO GROWN SINCE YOU LAUNCHED IT SIX YEARS AGO?

When I launched Nest Studio, I was a one-person show with an online-store only. We onboarded three showrooms in our first year, and over the past six years, we have grown to over 40 showrooms around the US, Canada, and internationally. I brought on my first employee two years in when I was pregnant with my daughter and realized I would need help. We are now a team of five women strong.

We started with two collections and added another one within the first two years. Since then, we have added four more collections and plan to do six this year, along with expanding several of our existing lines into bath accessories. We hope to continue that pace, launching three new collections and one artisan collection each year and expanding into other realms such as plumbing.

HOW DO YOU BALANCE THE CREATIVE SIDE WITH THE BUSINESS SIDE? DO YOU ROUND OUT THE NEST STUDIO COLLECTION WITH A BIT OF BOTH—MORE CLASSIC DESIGNS AND MORE EDGY? WHAT’S THE BEST SELLER?

Our facet collection Knob and Pull are still our best sellers as is our Transparency handle, but those have been around the longest, so people are most aware of them. We try to do a mix of items that are more avant-garde, like Glaze and Organic, and other pieces that are still beautiful but have a more practical bent, such as the Mod or geo.

WHAT DO YOU LOOK FOR IN BRANDS OR FELLOW CREATIVES TO PARTNER WITH?

I love working with people who have an open mind-set. You can tell when someone feels very protective of their ideas and doesn’t want to share. All of my best collaborations have been a two-way street—sitting together, sketching, and talking about what works and doesn’t work. I also look for someone who has a similar design aesthetic and work ethic as myself. The materiality doesn’t have to be the same, but there is a certain attention to craft and sensibility that I’m looking for.

CAN YOU TOUCH ON YOUR NEWEST LAUNCHES?

The new series includes two collaborations with fellow artisans—the Glaze series with New York ceramicist Jonathan Castro and the lauhala series with jewelry designers Kū Moe out of Hawaii. The other collections range from a solid-brass, Bauhaus-inspired Geo series and the Henry Moore-inspired sculptural Organic series to the Facet series’ extension into bath accessories.

HOW HAS THE HARDWARE INDUSTRY CHANGED SINCE YOU FIRST GOT ON BOARD?

I think both designers and clients are now looking for more out-of-the-box hardware. With social media, it’s so much easier to pursue concepts and options. There are a lot more players in the landscape and more women (me, Matthew Studios, Lisa Jarvis) in what was formerly considered a boy’s club. It is also becoming more challenging as some of the larger players like RH and lower-end categories like Anthropologie expand their lines.

ANYTHING WE HAVE TO LOOK FORWARD TO?

We’re hoping to continue expanding our Artisan series with more makers (we’re having some exciting conversations) and branching into more categories like lighting, plumbing, larger fixtures. We also hope to continue expanding into more showrooms internationally. It’s been exciting to see how customers react to us in Australia, Thailand, London, Canada, and the Cayman Islands.

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