

Jeffan Announces Creative Partnership with Tamara Day at High Point Market

High Point, NC – April 2026 — Jeffan is proud to announce a multi-year creative partnership with Tamara Day, nationally recognized designer and host of HGTV and Magnolia Network’s *Bargain Mansions*. The partnership will introduce a curated collection of furniture and home accents that highlight natural materials, sculptural form, and approachable design.

"I'm beyond excited about our partnership with Jeffan," said Tamara Day. "Not only do they make beautiful products, but they are intentional about quality materials that are sustainably sourced. Being able to design with Jeffan and create furniture that is timeless and beautiful is so meaningful. I can't wait to see it all come to life."

"Partnering with Tamara, who shares our values on livable design and brings a deep understanding of the Midwest consumer enables us to expand our perspective in an authentic way," said Caroline Shibata, CEO and Founder of Jeffan. "This collaboration brings a fresh point of view while staying true to what defines Jeffan."

Day is known for her ability to transform spaces into environments that feel both elevated and inviting, an approach shaped by years of hands-on renovation, product design, and storytelling through interiors with a national audience. Her work, centered in the heart of America, resonates with the retailers and designers Jeffan serves across the country.

The Tamara Day x Jeffan collection will be available to trade buyers through Jeffan's retail and designer distribution channels.

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About Jeffan International

Jeffan creates handcrafted furniture and home decor inspired by natural materials with a focus on sustainable and rapidly renewable sources. By partnering with skilled artisans around the world, Jeffan brings together global craftsmanship, organic inspiration, and thoughtful design to create pieces that are made to last. Jeffan distributes its curated product offering through national chain stores, regional and independent retail stores, and designers. For more information, visit www.jeffan.com.

About Tamara Day

Award winning designer, host and author, Tamara Day, seeks to make the aspirational attainable for her clients and fans of her renovation projects. Tamara restores neglected Kansas City homes on *Bargain Mansions*. *Bargain Mansions*, which originated on DIY spent two seasons on HGTV and now has found its home at Magnolia Network, is now into its sixth season. Tamara is also the author of her debut design book, *Laid-Back Luxe*, published in November 2025. When Tamara is not in front of the camera, she is committed to her family, design business, located in Kansas City. Her style, coined “Laid Back Luxe,” is synonymous with blending glamour, comfort, and family into the spaces and products she designs – something she personally prioritizes. As a busy mother of four, Tamara believes homes should be both beautiful and low maintenance because life is stressful enough. To keep up with Tamara and her projects, follow @tamaraday on Instagram.