



A Design Shop

People open shops for many reasons, but for designer Ashley Gilbreath a family loss and a broken heart was the impetus.

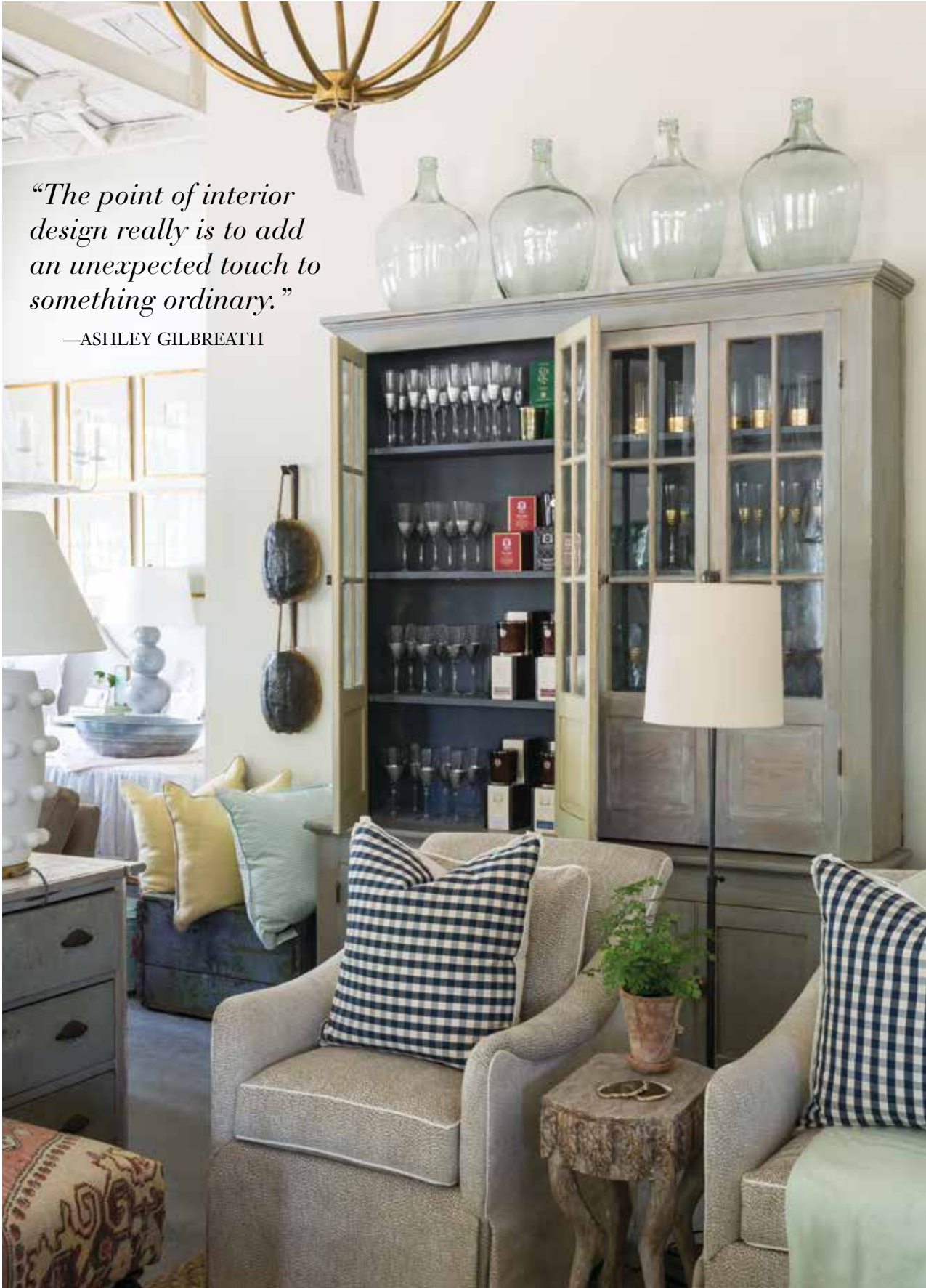
As a little girl Ashley Gilbreath played designer and decorator with her sister, and over the years, her play turned into her passion. She worked in residential design in New York with Richard Keith Langham and later moved to Atlanta to work in hospitality design. It was there Ashley met a Southerner who became her husband. They moved back to his hometown of Montgomery, Alabama, where she established Ashley Gilbreath Design. After a few years, the couple experienced the loss of premature twin babies and they were heartbroken. Ashley says, “I needed something to use to take my mind off me.” She decided to open

a shop even knowing retail is 90 percent legwork and only 10 percent fun.

The couple found an old cinderblock building in a good location. A big empty warehouse, it once housed a rug cleaner, a storage business, and even a recording studio. An architect friend helped improve the façade of the building and a trip to Europe inspired the color palette. The business first started as a glorified warehouse and didn’t have a name or a staff. It hardly had anything tagged and was only halfway arranged. The purpose was mainly a place to pull from for her design company.



Pudae. Ut vel este nat.
Um quas re volupticta nat.
Nam, ommodictorum
eaquamus isi ium adi
tem rati aliquas andige-
nia quiandam culles quis
autaepe!



“The point of interior design really is to add an unexpected touch to something ordinary.”

—ASHLEY GILBREATH



Seven years later, the shop is full of things (all tagged and arranged) that are timeless, and some that have a little punch of color to show personality. Ashley also includes antiques and tries to persuade clients not to be afraid to live with them. With three young children at home, Ashley can testify she more or less “test drives” many of the shop’s items. She says, “If it [the product] can’t come home with me to live in our house—where everything does get touched—I’d have a hard time selling it.”

And what is the name of the shop? Parish. Being from Louisiana—where under Napoleonic Code the word is used for what the other 49 states call a “county”—it meant home to Ashley. She said, “It’s a part of my heart, part of my heritage. It’s where I came from.” Her shop, Parish is now her home away from home. 📍

TEXT BY LINDA WRIGHT
PHOTOGRAPHY BY MARCY BLACK SIMPSON
STYLING BY YUKIE MCLEAN

Qui que esed everibe rcillique nem aborend igni-
hilique dolore voluptie nescips andebitatur sequi
dolorum reptatus nihicient labo. Vellatio quam
reperrum at plignat emporeperum cum volor as-
sum latur autatur as eaquod que

