

New Canaanite

Local Businesses and COVID-19: La French Goose

By Michael Dinan | June 23, 2020



La French Goose Photo by Tim Lenz

For today's Q&A with a local business owner, we hear from New Canaan resident **Ariane deBraux Triay** of **La French Goose**. The interior design company is also New Canaan-based. Here's our exchange.

New Canaanite: Talk to us about your own background and the inspiration for La French Goose.

Ariane deBraux Triay: I was born in France (hence the French part of my name) but raised in Greenwich and have always been wired to scan any room I enter, determine how to improve its layout and update the look. It's literally in my DNA and designing homes is my passion. After successfully renovating several of my own houses (some with gut renos and others with quick, simple fixes), a friend challenged me to finally

launch my own business and use my superpower for good. My background as an event planner for a luxury event designer also taught me how to maximize a room's potential and tailor events for each client, much the way I now personalize each client's home. I joined the Chamber when I launched to be part of this amazing community of resources.



Ariane Triay of La French Goose

You're a New Canaan resident and you launched La French Goose here, then the COVID-19 public health emergency hit. What have these past several months been like for you?

New Canaan was a gift for us—we felt safe, informed and lucky to be living here with all the chaos happening around the globe. I launched LFG in December 2018 and really hit the ground running last summer.

I have a steady schedule of projects and am grateful to have not experienced a lull. If anything, people are more invested in their homes now after becoming so familiar with every nook and cranny that needs attention. Clients would email me photos and measurements during quarantine so I could order samples, make floor plans and create proposals online. Great design happened with the help of a camera phone, computer and a willing client. I am a fan of the efficiency that technology can offer and that will not change. Oh, and I make “contactless” garage deliveries, too.

One thing that people are doing a lot more of is spending time at home. What kind of demand are you seeing for your services?

Clients are finding me through their friends after hearing about the varied ways I can help. I want to be the one you text whenever you come up with a new idea for your house. I do it all and nothing is off limits—whether it's the overhaul of outdoor seating areas with custom upholstery and umbrellas or updating unused dens into cozy, functional offices or a new bed with a “killer” headboard or window treatments—tell me what you envision and I'll come up with a plan. One client had me design a huge banquette for her kitchen and a custom dining table “strong enough that we can dance on it,” knowing they will be hunkering down with their family for the long haul.



Photo courtesy of Ariane Triay



Domino, Indie and Shadow

What kind of dogs do you have (names and ages, too)?

I have three Havanese—the best four-leggers ever. Their names are Domino, Indie and Shadow. Can't imagine life without them.

What should people looking for an interior design expert know about what you have to offer?

First and foremost, I'm honest and love to laugh while I work, and I will treat your home and budget with respect. Your home is your most private space and you should love working with the people you allow inside. As for what I have to offer, I think my Instagram @lafrenchgooseinteriors says it best: Attainable, inviting interiors by a problem-solving, instant gratification junkie. If the perfect thing for your home exists, I'll find it or make it.