

*HomeGoods®* &  
**Lon  
ny**

FALL 2013 – WRAP  
REPORT





# Lonny Fall Makeover In-Book Integration



The Fall Makeover in-book editorial feature received over 1,200,000 pageviews! 20 products selected by Lonny's editorial team were highlighted throughout the piece, encouraging readers to shop each one via the HomeGoods store locator.



# Lonny Fall Makeover In-Book Integration

Stéphane's two sons and their son and daughter—to have free rein of the house. The goal was to create “an easy, open vibe,” says Kieran, “with big gathering spaces and nothing precious at all.” Spacious interiors, a collection of cozy nooks, and textural vignettes strike a balance between homespun and stylish. Weathered pieces, including rustic wood tables and oversize mirrors, mix with clean-lined items such as sleek Scandinavian benches and bed frames, creating a modern take on rural serenity.

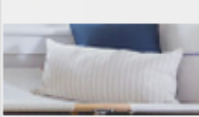
The neutral palette plays a central role in setting the mood. “My father says that I have 18 shades of off-white and gray in the house,” jokes Kieran. “He always asks me if I’m painting something again, natural, or like fog, or vanilla.” Given her passion for finding and refinishing products (her favorite sources include Etsy and HomeGoods), it’s no surprise that she tweaked many of the pieces in her home herself. “I’m forever on the lawn with a drop cloth—repainting tag-sale furniture, spray painting lamps,” she admits.

The couple planned the wedding, and then designed the room of the situation. “Buying a 150-year-old farmhouse sounds romantic and charming,” he says, “but it’s not for everyone.” His fondness for the home and the elbow grease it required, however, is undeniable: “I can’t think of any other projects—aside from my children—that have given me more pleasure or pride.” The property’s big reveal came two years into the renovation, when the couple decided to hold their wedding reception on site. Stéphane planted a vineyard, carved meandering paths through the fields, and painstakingly cleared the brush from the existing apple orchard. They emptied the big red barn of old furniture and farm equipment, painted the floors, and strung its beams with twinkling lights. Kieran’s father and a friend made 80 mason-jar lanterns to hang from the apple trees and wrapped the metal poles of a tent in dozens of thin birch branches. Despite Kieran’s vision of the house as “a perpetual work in progress,” its condition at the reception felt anything but unfinished. The festivities that brisk fall night went off smoothly—and served as a memorable reminder of what creating a home is all about. **L**

Four-year-old Chloe gets cozy atop canvas cots from Hable Construction that form a long bench in the light-filled living room.



SHOP THIS PRODUCT ×



Striped Pillows


\$24.99 (compare at \$46 at specialty store)

Striped linen accent pillows. Click BUY to locate a HomeGoods store near you.

[SAVE](#) [SHARE](#) [BUY](#)

fog, or vanilla.” Given her passion for finding and refinishing products (her favorite sources include Etsy and HomeGoods), it’s no surprise that she tweaked many of the pieces in her home herself. “I’m forever on the lawn with a drop cloth—repainting tag-sale furniture, spray painting lamps,” she admits.

SHOP THIS PRODUCT ×



Wire Basket

\$14.99 (compare at \$30 at specialty store)

Woven wire basket with tan burlap liner. Click BUY to locate a HomeGoods store near you.

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# Lonny Fall Makeover In-Book Integration



SHOP THIS PRODUCT

Tray

\$14.99 (compare at \$25 at specialty store)

Stone tray with iridescent inlay. Click BUY to locate a HomeGoods store near you.

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SHOP THIS PRODUCT

Glass Lamp

\$49.99 (compare at \$100 at specialty store)

Handblown glass lamp with cork detail and linen shade. Click BUY to locate a HomeGoods store near you.

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SHOP THIS PRODUCT

Stained Wood Console

\$199.99 (compare at \$400 at specialty store)

Two-drawer stained wood console. Click BUY to locate a HomeGoods store near you.

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SHOP THIS PRODUCT

Wicker Baskets

\$14.99 (compare at \$30 at specialty store)

Structured woven wicker basket with handles. Click BUY to locate a HomeGoods store near you.

[SAVE](#) [SHARE](#) [BUY](#)



# Lonny Fall Makeover In-Book Integration



**SHOP THIS PRODUCT**

**Wicker Baskets**

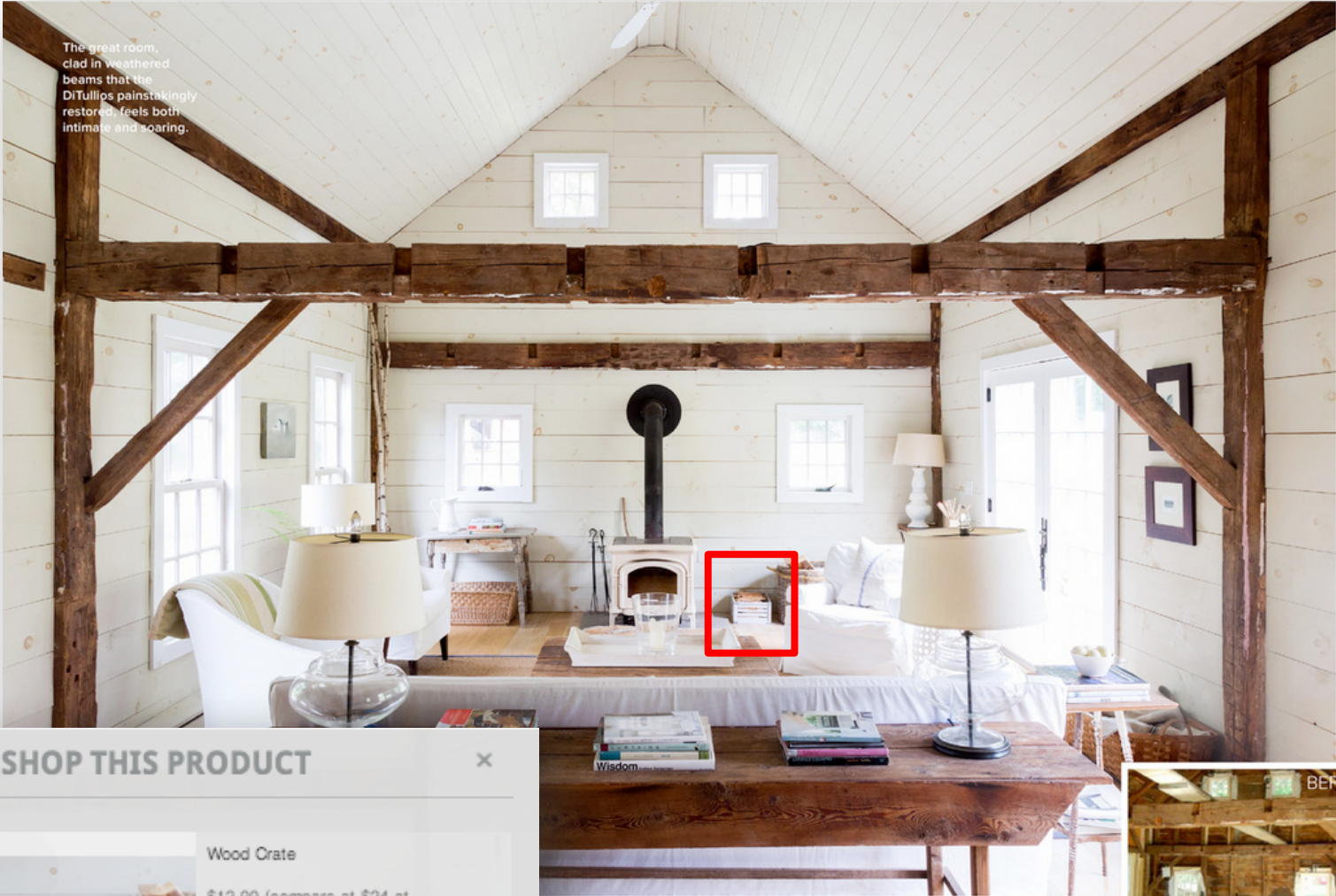
\$14.99 (compare at \$30 at specialty store)

Structured woven wicker basket with handles. Click BUY to locate a HomeGoods store near you.

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# Lonny Fall Makeover In-Book Integration



The great room, clad in weathered beams that the DiTullios painstakingly restored, feels both intimate and soaring.

## THE 8-YEAR PLAN

With only weekends to work on their project, the DiTullios' restoration was a drawn-out affair. Here's how they pulled it off.

**SUMMER 2005** Stéphane and Kieran buy the house and begin the renovation with cosmetic work (removing wallpaper and carpeting and repainting). They refinish the kitchen cabinetry and transport the wood stove from the kitchen to the great room.

**WINTER 2006** The great room renovation begins: the structure is gutted down to its studs, subflooring is added, and half of the second floor is eliminated.

**FALL 2007** Kieran and Stéphane hold their autumn wedding at the property.

**WINTER 2007-SUMMER 2008** Contractor Per Blomquist embarks on the second phase of the great room renovation.

**SPRING 2011** Stéphane adds 50 grape plants to the vineyard at the back of the property, resulting in a five-row vineyard.

**WINTER 2011** With the help of Kieran's father, the couple tackles the entry mudroom, laying a slate tile floor and ripping out the cabinets.

**FALL 2012** Kieran and Stéphane partially gut the two bathrooms.

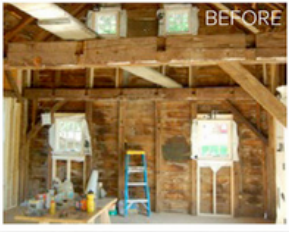
**SUMMER 2013** Phase two of the smokehouse renovation is completed: the family insulates the walls and ceiling, adds trim on the windows, and stains the wood.

## SHOP THIS PRODUCT



**Wood Crate**  
\$12.99 (compare at \$24 at specialty store)  
Slatted-wood crate with gray stain. Click BUY to locate a HomeGoods store near you.

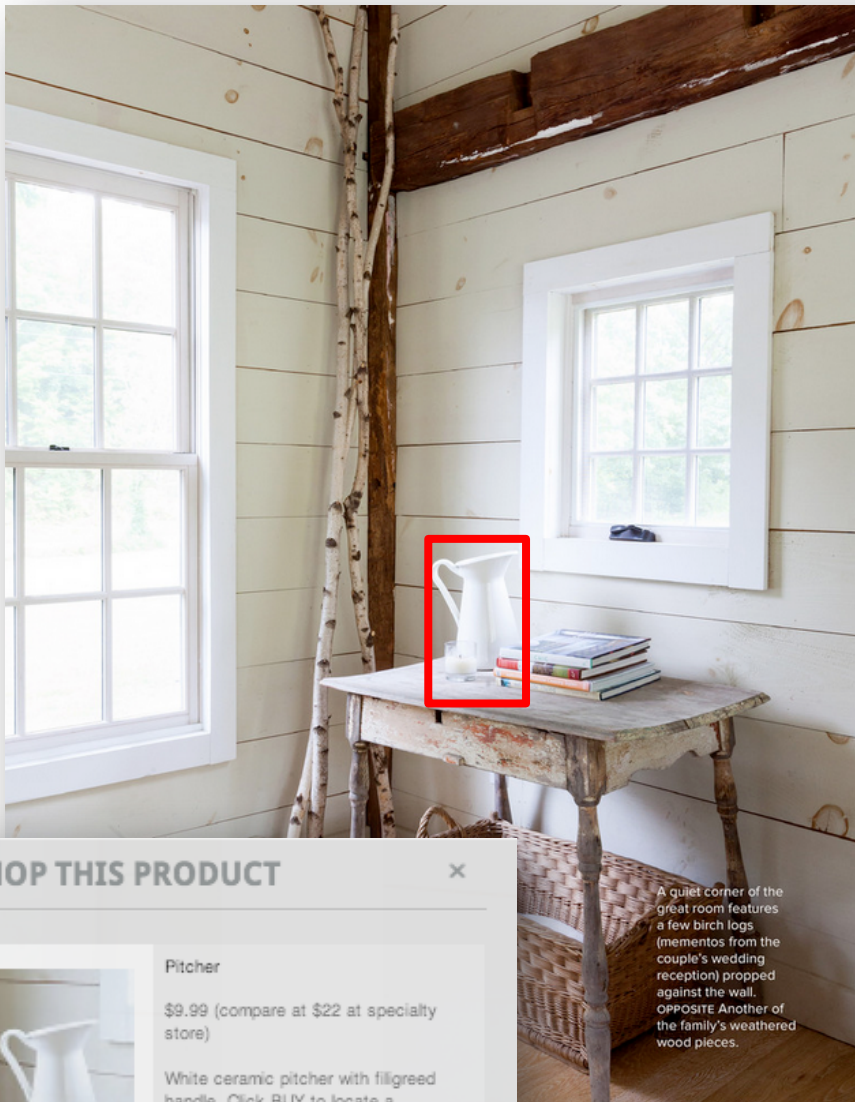
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▶ [CLICK HERE FOR MORE BEFORE SHOTS FROM THIS MAKEOVER](#)



# Lonny Fall Makeover In-Book Integration



## SHOP THIS PRODUCT



### Pitcher

\$9.99 (compare at \$22 at specialty store)

White ceramic pitcher with filigreed handle. Click BUY to locate a HomeGoods store near you.

SAVE

SHARE

BUY

A quiet corner of the great room features a few birch logs (mementos from the couple's wedding reception) propped against the wall. OPPOSITE Another of the family's weathered wood pieces.




Lonny 103

LIVINGLY  
media

# Lonny Fall Makeover In-Book Integration



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Pitcher

\$12.99 (compare at \$26 at specialty store)

White ceramic pitcher with double-band accents. Click BUY to locate a HomeGoods store near you.

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SHOP THIS PRODUCT



Oversize Mirror

\$99.99 (compare at \$200 at specialty store)

Rustic wood mirror with distressed white paint detail. Click BUY to locate a HomeGoods store near you.

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# Lonny Fall Makeover In-Book Integration

Lunches are a multicourse affair, ending (in the traditional French manner) with cheese.

106 Lonny

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**Cutting Board**  
\$14.99 (compare at \$30 at specialty store)  
Dark wood cheese board with sculpted handle. Click BUY to locate a HomeGoods store near you

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With this hands-on couple, the home improvements are never done. "I'd love to do the kitchen next," says Kieran.

# Lonny Fall Makeover In-Book Integration



## TAKE TWO

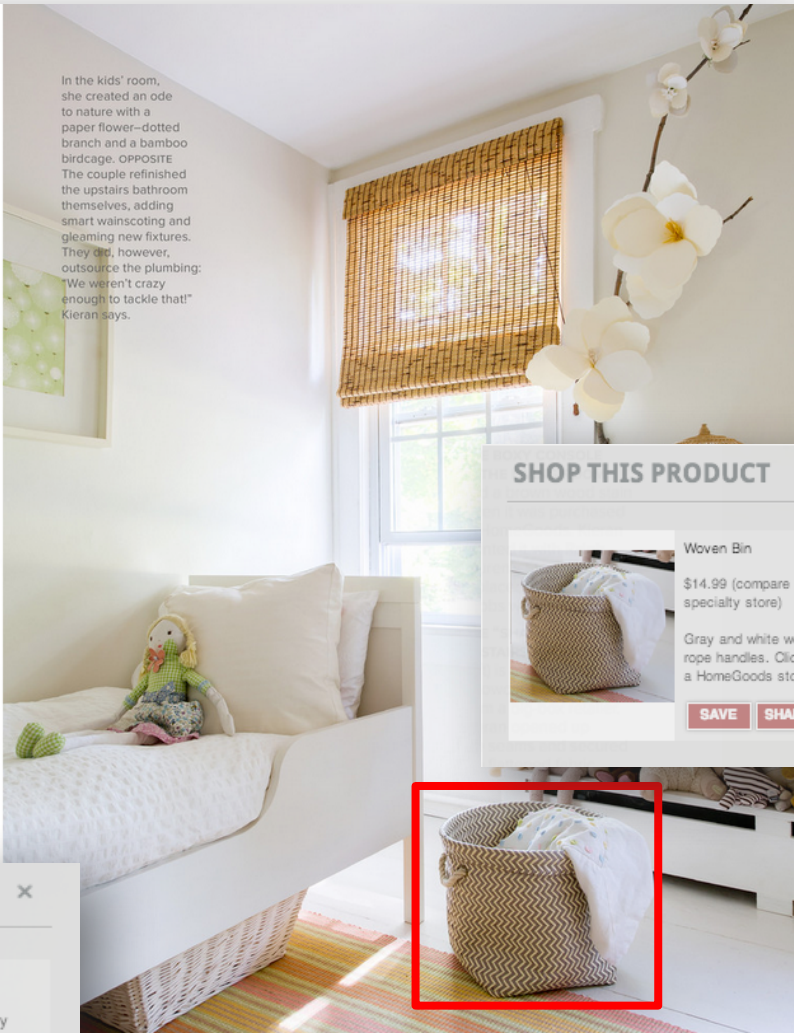
Former shelter-magazine editor Kieran DiTullio shares her simple tricks to revamp store-bought products.

**THE WHITE LAMP IN THE GREAT ROOM** was mahogany-colored before Kieran spray painted it pearlescent white to echo the cool tones in the soaring space.


**THE BOXY CONSOLE IN THE LIVING ROOM** had a brown wood stain when it was purchased at HomeGoods. Kieran painted it with Ralph Lauren's Stone, and replaced the metal knobs with rope pulls.

**THE "SHADE" IN THE UPSTAIRS BATHROOM** (left) is actually a linen pillowcase purchased from a big-box retailer. Kieran opened up the seams and secured the flattened fabric to the window frame with handsome brass tacks.

**THE FLORAL INSTALLATION IN CHLOE'S ROOM** (opposite) consists of a branch found on the property, to which Kieran affixed paper flowers from New York City's Paper Source.



SHOP THIS PRODUCT



Woven Bin

\$14.99 (compare at \$30 at specialty store)

Gray and white woven toy bin with rope handles. Click BUY to locate a HomeGoods store near you.

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SHOP THIS PRODUCT




Hand Soap

\$4.99 (compare at \$8 at specialty store)

Lavender hand soap in a deep blue bottle with ornate design. Click BUY to locate a HomeGoods store near you.

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SHOP THIS PRODUCT



Bath Towel

\$7.99 (compare at \$14 at specialty store)

White terry cloth bath towel. Click BUY to locate a HomeGoods store near you.


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# Lonny Fall Makeover In-Book Integration



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**Bench**

\$129.99 (compare at \$250 at specialty store)

Beige wood bench with linen cushion and nailhead detail. Click BUY to locate a HomeGoods store near you.

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SHOP THIS PRODUCT ×




**Cotton Quilt**

\$39.99 (compare at \$80 at specialty store)

Gray quilt with white chevron pattern. Click BUY to locate a HomeGoods store near you.

[SAVE](#) [SHARE](#) [BUY](#)

SHOP THIS PRODUCT ×



**Fine Italian Designer Cotton Sheets**

\$169.99 (compare at \$375 at specialty store)

100% Egyptian cotton sheets. Click BUY to locate a HomeGoods store near you.

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# Lonny Fall Makeover In-Book Integration



## FEATURES

**90**  
**HUDSON BY HAND**  
A DIY-loving couple reimagine a 19th-century farmhouse, converting it into a rustic yet polished homestead

**120**  
**THE LONNY GUIDE TO UPHOLSTERY**  
From materials and tools to fabric combinations, the experts at Chairloom give us a primer on each stage of the process

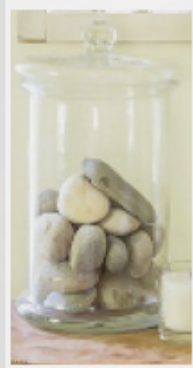
**134**  
**THE COLLECTORS**  
The duo behind Los Angeles's Hammer and Spear apply their reclaimed-chic aesthetic to both their in-demand interiors store and their downtown loft

**158**  
**BUNGALOW REBORN**  
Designer Tami Ramsay masterminds the seamless expansion of a storybook cottage full of pattern and color

**ON THE COVER**  
Jessica Alba inside her new Honest Company offices—on which she teamed with CB2—in Santa Monica, California.

Simple textures, colors, and found objects from nature fill Kieran and Stéphane DiTullio's home in New York's Hudson Valley.

## SHOP THIS PRODUCT



**Glass Jar**  
\$14.99 (compare at \$30 at specialty store)  
Tall blown-glass jar with glass lid. Click BUY to locate a HomeGoods store near you.

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# Lonny October Full Page Ad





1



2



3



4

## 13 COLOR GUARD

All-American shapes in unexpected hues

Classicists with a contemporary streak have found plenty to love in O&G Studio's collection of painted wood furniture. Now cofounders Jonathan Glatt and Sara Ossana are debuting eight stain options that up the style ante while allowing the beauty of their natural ash and maple pieces to shine through. On the spectrum: radish, an homage to the pink band between the root's skin and flesh; oyster, a reference to the local aquaculture near the design team's Rhode Island workshop; and kelp, a yellowish green that makes seaweed seem startlingly attractive.

*\* Want to try wood staining at home? If you're using a water-based treatment, pre-wet your piece to prep it for a more consistent stain.*

1 | Colt Lowback in Hunter Green: \$680; O&G Studio (call 520-247-1820 to purchase)  
2 | Tripod Table in Magenta: \$600; O&G Studio (call 520-247-1820 to purchase)  
3 | Atlantic Stool with Back in Persimmon: \$720; O&G Studio (call 520-247-1820 to purchase)  
4 | Colt Highback in Sky Blue: \$920; O&G Studio (call 520-247-1820 to purchase)

32 Lonny

### WANT A TASTE OF HOMEGOODS HAPPY?

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FRAMED WALL ART  
**\$179.99**  
COMPARED AT \$360

CERAMIC VASE  
**\$59.99**  
COMPARED AT \$100

PLAID LAMP  
**\$29.99**  
COMPARED AT \$70

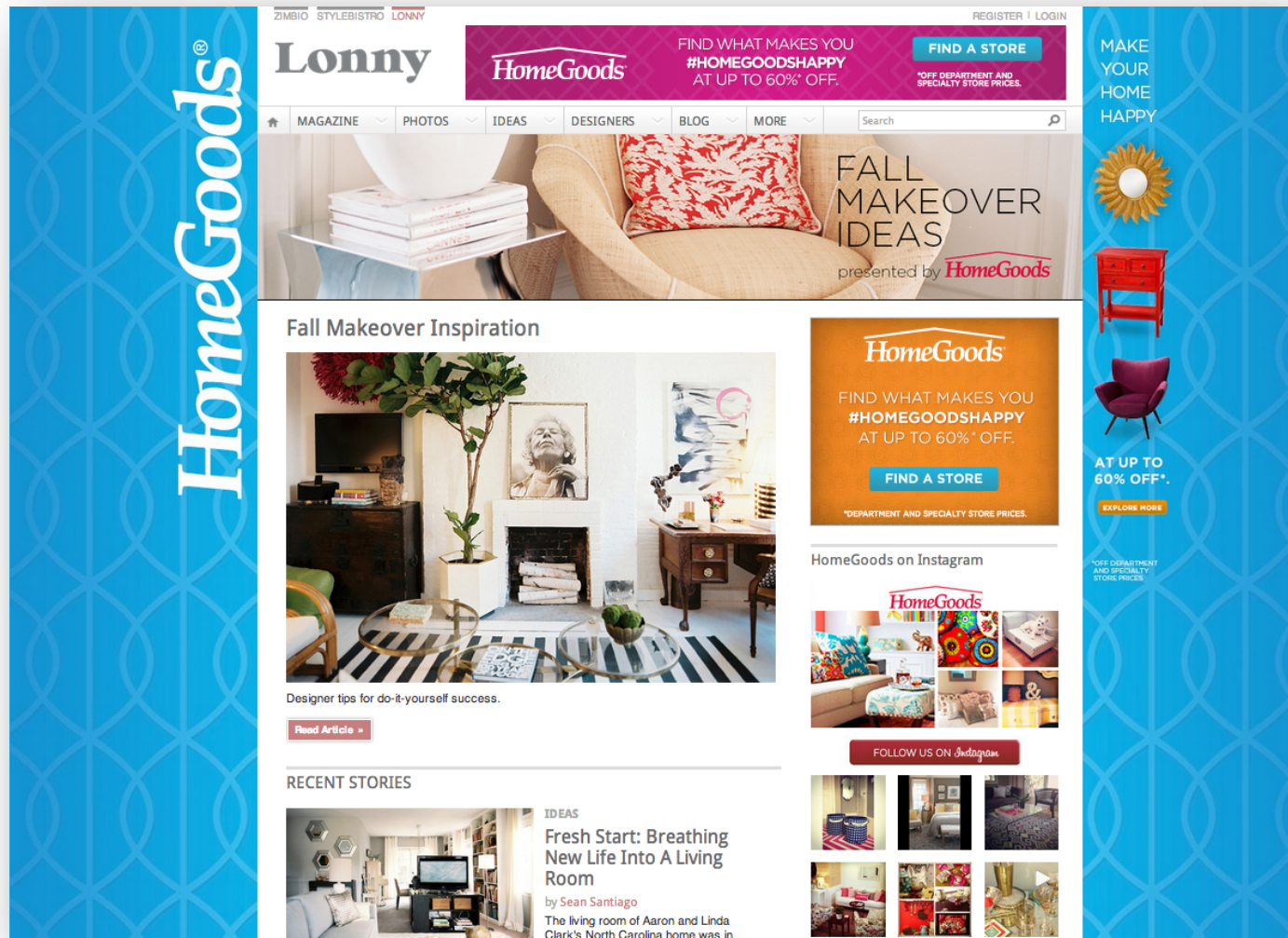
TUFTED CHAIR  
**\$149.99**  
COMPARED AT \$300



AMAZING FINDS AT AMAZING PRICES. FIND YOUR #HOMEGOODSHAPPY ▶

In the month of October, the full page ad received 46,783 impressions and 416 clicks, making the overall CTR of the unit .94%!

# Fall Makeover Custom Section Sponsorship



The Fall Makeover online custom section received over 1,650,000 pageviews throughout the flight! The three top edit pieces were: *Apartment Makeover How to Maximize Your Small Space*, *More to Love a Bungalow Reborn* & *10 Tips for Shopping at HomeGoods*.



# Fall Makeover Custom Section Sponsorship: Mood Board – HomeGoods Edition

ZIMBIO STYLEBISTRO LONNY

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**Fall Makeover Ideas 2013**

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## How To Create A Mood Board: HomeGoods Edition

[Edit] | By Jennifer Fernandez on September 30, 2013

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Pinterest wasn't just a great idea—it was born out of a tried-and-true brainstorming practice employed by magazine art directors and interiors insiders for ages: the mood board. And while it seems like mood boards are everywhere these days, we feel like the method to making a truly great one has been lost along the way. Enter our Art Director, Wendy Scofield, who opened up about how she conceived one of the features in our latest [issue](#), and how she incorporated products from housewares super store [HomeGoods](#) into the process.

(ph. © Lonny / Angelica Domingo)

- 1. Establish a color palette**  
"We knew that the [DiTullio farmhouse](#) was awash in various shades of white, so we wanted to keep that in mind as we browsed through the products at HomeGoods. To do that, we pulled paint swatches and elements from nature to keep us focused on the color theme."
- 2. Add texture**  
"We also wanted to add a tactile element to play up the sense of coziness. So we adhered images of nubby cottons and woven baskets, as well as netting samples. We also identified ways to hint at Stéphane's French heritage: striped rugs and linen tea towels."

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Tips for Decorating With Pink

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# Fall Makeover Custom Section Sponsorship:

## 10 Tips for Shopping at HomeGoods

The screenshot shows the Lonny website interface. At the top, there's a navigation bar with links for ZIMBIO, STYLEBISTRO, and LONNY. The main header features the Lonny logo, the tagline 'SO SAVVY', and a HomeGoods banner with a price tag for a ottoman (\$149.99, compare at \$200). Below the header is a search bar and a list of categories: MAGAZINE, PHOTOS, IDEAS, DESIGNERS, BLOG, and MORE. The main content area is titled '10 Tips for Shopping at HomeGoods' with a sub-header 'From store navigation to sifting through china, Lonny's insider tips for successful scores.' The first tip, '1. Sweep the Area', is highlighted. It includes a photo of a store aisle filled with various home goods like baskets, boxes, and containers. To the right of the photo is a text block explaining the tip: 'HomeGoods has a seemingly endless succession of shelves of accessories. To avoid falling into a black hole of shopping possibilities, keep your home style at the forefront of your mind and browse every aisle. Sometimes pieces are placed in less-than-intuitive spots—and it never hurts to be thorough.' Below the text is a 'NEXT' button. To the right of the tip is a promotional banner for a 'EYE-OPENING' sun mirror, priced at \$179.99 (compare at \$400). Below the banner is a newsletter sign-up form with a 'SUBSCRIBE' button. On the far right, there's a vertical sidebar with the text 'MAKE YOUR HOME HAPPY' and images of a red side table and a purple armchair, with a note 'AT UP TO 60% OFF\*'. The bottom of the page features a 'More From Lonny' section with a link to 'even more ideas'.

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Lonny SO SAVVY

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10 Tips for Shopping at HomeGoods

From store navigation to sifting through china, Lonny's insider tips for successful scores.

Start Over See Full List

1 of 11 NEXT

1. Sweep the Area

HomeGoods has a seemingly endless succession of shelves of accessories. To avoid falling into a black hole of shopping possibilities, keep your home style at the forefront of your mind and browse every aisle. Sometimes pieces are placed in less-than-intuitive spots—and it never hurts to be thorough.

EYE-OPENING

HomeGoods

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(Source: Lonny / Kaylei McGaw)

Start Over See Full List

Share on Facebook Tweet this

More From Lonny even more ideas

MAKE YOUR HOME HAPPY

AT UP TO 60% OFF\*

EXPLORE MORE

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The 10 Tips for Shopping at HomeGoods feature was the 3<sup>rd</sup> most popular of the section, receiving over 125,000 pageviews to date!



# Fall Makeover Custom Section Sponsorship: *Styling Road Trip to HomeGoods*

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Styling Road Trip To HomeGoods

Lonny's editors make a beeline to the home accessories mothership to shop their top statement pieces. Spoiler alert: there's an elephant in the room.

Start Over See Full List



(Source: Lonny)

See Full List

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One-Stop Shop

Earlier this month, home owner Kieran DiTullo and a trio of Lonny editors hit the road for a trip to Pelham Manor, New York to gather the finishing touches for DiTullo's charming home makeover. Click through for a moment-to-moment look at our HomeGoods decor spree, and see the full story in the October issue.

EYE-OPENING



RECORDS & RECORDERS \$179.99 (COMPARE @ \$300)

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How To Get Your Dream Closet



Leave it to The Pros: The Kitchen Remodel



Cut Dash: Market Finds

Market Finds: Week of September 30, 2013



Instagram Proves Jessica Alba Is The Most Stylish Hollywood Mom

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Before and After: DESIRON's New Showroom

The contemporary furnishings company shares the details of its recent studio makeover

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PREV 2 of 11 NEXT

Covetable Colorways

"After skim coating the walls, I tried to choose a variety of paints and textures for them, like this Black Forest Green from Benjamin Moore. Not a day goes by without someone asking what it is! The rich, dark color is the perfect contrast to the amazing afternoon light that comes pouring in."



EYE CANDY

HomeGoods


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How to Transform Your Bed

Inspired ideas for the most important piece of furniture in the bedroom.


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PREV 2 of 21 NEXT

Creative Canopy

A high canopy trimmed with pom-poms is a girly, grand addition to a simple white bedscape, making sense of a super-high ceiling.



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LIVINGLY media

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SCREENSHOTS



# DESIGN CHALLENGE CUSTOM SPREAD

## SPONSORED DESIGN CHALLENGE 2013

PERSPECTIVE  
ATLANTA

**The project:** A makeover of an open, industrial loft with several irregular spaces and competing architectural features, located in downtown Atlanta

**The challenge:** Creating a design that unifies disparate elements and allows for good flow

**The team:** Alex Gaston, design director at Mark Cunningham Inc., and assistant Celina Wright, in collaboration with Sunbrella and Lonny

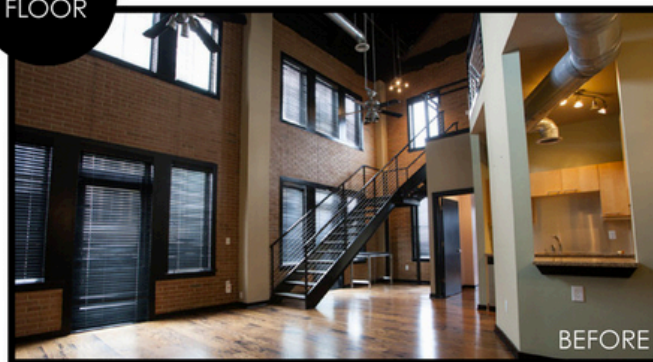
Gaston tapped into the diverse palette of Sunbrella fabrics for a sophisticated look inside and out. Thanks to the durability of Sunbrella, textures otherwise deemed too delicate for furniture hold up to wear and tear from children or pets—or even bull-in-a-china-shop adults. Thus the sofa fabric functions equally well on the dining chairs, and the repetition brings the overall design together.

Tune in to Perspective Atlanta at [perspective.sunbrella.com](http://perspective.sunbrella.com) to watch Gaston draw up the loft's design; shop for fabrics, furniture, and accessories; and provide tips for viewers to use in their own homes.

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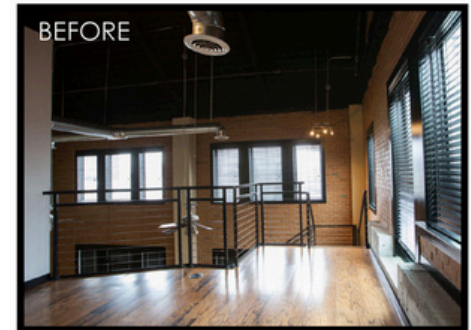
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BEFORE

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BEFORE



SECOND  
FLOOR





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## DESIGN CHALLENGE 2013

PERSPECTIVE  
ATLANTA

**The challenge:** Creating a cohesive design in an open, industrial loft with competing architectural elements.

**The solution:** Designer Alex Gaston drew on the vast array of Sunbrella fabrics to build a tonal world defined by texture. The starting point for the loft's design was the company's Trax Coal fabric, a herringbone that resembles men's suiting, which covers the living room sofa. Sheers made of Mist Snow plunge nearly 20 feet from the loft's uppermost windows to the wood floors, filtering sunlight and adding a glamorous mood. Draperies made of Spectrum Dove combine with the sheers to form a soft, layered stripe that is a recurring motif throughout the space. Upstairs, Sunbrella's Rib Natural was hung like wallpaper in the master bedroom, creating an oasis-like cocoon.

Tune in at perspective.sunbrella.com to watch Gaston draw up the loft's design; shop for fabrics, furniture, and accessories; and provide tips for viewers to use in their own homes.

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# DESIGN CHALLENGE CUSTOM SPREAD

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## DESIGN CHALLENGE 2013

PERSPECTIVE

ATLANTA

**The challenge:** Creating a contemporary, cohesive look for vintage finds in an open, industrial loft.

**The solution:** The best vintage pieces have a story to tell in their construction and styling. One of the best ways to update that story is by reupholstering the furnishings with modern fabric, as designer Alex Gaston did with a pair of Paul T. Frank club chairs in the loft's living area. Gaston replaced the thin, off-white cushions with thicker versions covered in Sunbrella's Parkway Carbon fabric, which repeats the design's theme with its alternating gray stripes. In the media room, the original cream-colored chenille upholstery of two vintage Milo Baughman club chairs was updated with Sunbrella's bright white (and stain-resistant) Flagship Salt, making the chairs ideal for entertaining. Situated between the chairs is a custom ottoman covered in Sunbrella's Linen Silver. Tune in at [perspective.sunbrella.com](http://perspective.sunbrella.com) to watch Gaston draw up the loft's design; shop for fabrics, furniture, and accessories; and provide tips for viewers to use in their own homes.

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*Parkway  
Carbon*



AFTER

*Flagship Salt*

*Linen Silver*





MR SCOUT

## 4 THE CLASSIC



Eighty years ago, Alvar Aalto's **Stool 60**—a three-legged study in the minimalist Scandinavian aesthetic—was born. To mark the occasion, Artek has asked a group of designers, including Rei Kawakubo and Nao Tamura, to each put his or her spin on the iconic piece. Tamura's rendition (at left) evokes the wood-grain details of a tree stump, while Kawakubo's (at right) gets its graphic punch from polka dots.



Stool 60 Special Editions:  
\$370–\$450; Artek (call  
212-219-0589 to purchase)

## 5 STAY

On Santorini, Greece, **Alta Vista Suites** is Europe's latest honeymoon-ready hideaway. Owned by Greek Cypriot pop star Michalis Hatzigiannis, the three-suite hotel features high-design pieces by Jaime Hayon and a cliffside location above the Aegean. Doubles from \$237



Marseille Liquid  
Soap: \$30;  
Compagnie de  
Provence (call  
866-400-5237 to  
purchase)

6 SOAP  
STORY



To celebrate the designation of the French port city of Marseille as this year's European Capital of Culture, **Compagnie de Provence** has partnered with local artist Stéphan Muntaner to create limited-edition versions of the brand's signature goods. The soaps, produced in a fresh, woodsy-citrus scent and available in liquid or classic cube form, come packaged in Muntaner's design: a compilation of cool graphic icons that represent the city.

18 Lonny



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 CONTENTS

## NOTEBOOK



**48**  
**WORK TO HOME**  
**WEDDING BELLE**  
Charleston-based event planner Tara Guérard masters the balancing act

**51**  
**TRAVEL STYLE**  
**THE GREAT ESCAPE**  
On the Greek island of Santorini, the postcard-worthy Perivolos is the ultimate honeymoon destination

**72**  
**IDEA LAB**  
**ASK THE EXPERT:**  
**JUNG LEE**  
The cofounder of Rêve schools us in the art of setting the perfect table

**76**  
**LONNY LOVES**  
**ANDREA LINETT**  
The style maven shares the stories behind her boho-cool environment

**78**  
**TEN TIPS**  
**WARMING UP BLACK AND WHITE**  
Interior designer Lee Kleinhelter tones down a traditionally stark palette

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Perspective Atlanta: Episode 1

THE LOFT  
ATLANTA, GEORGIA

In part one of this nine-part video series, interior designer Alex Gaston provides his expert take on how to turn this open loft space into a warm home.

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## Perspective Atlanta: Episode 1

By Lonny Special Promotions on April 19, 2013

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Sunbrella and Lonny present Design Challenge 2013: Perspective Atlanta, a video series about an innovative and inspiring residential makeover. Here's what you need to know:

**The Designer:** Alex Gaston of **Mark Cunningham Inc.**, an interior design firm in New York City. Gaston was selected for this project by Sunbrella and *Lonny* from a group of some of the leading designers in the country. His aesthetic is clean and sophisticated, with a focus on neutrals and textural contrasts.

**The Space:** A 1,300-square-foot, two-bedroom **loft** in Atlanta's trendy Atlantic Station neighborhood.

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