

APRIL/MAY 2021

House Beautiful

125 years

All the Best

**DREAMY
BLUES**

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**COOL
GRAYS**

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**PEACHY
PINKS**

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and (finally!)
**THE PERFECT
WHITE PAINT**

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OPEN HOUSE

TAKING RISKS

“High risk, high reward” doesn’t just apply to investing: **Editorial Director Joanna Saltz** speaks to five designers about conquering their fear of going bold—and why it’s worth it.



Joanna Saltz
@josaltz

WANT TO TALK?

E-MAIL ME AT EDITOR@HOUSEBEAUTIFUL.COM.

Joanna Saltz: You’re all known in the world for your creative risk-taking. Can you pinpoint a moment when you realized you were doing something different and what you learned?

Bailey Li: The riskiest thing I did was to start painting wall murals into my projects. The first one I did was an 18-foot wall in a woman’s living room, and once I painted it I was scared to death she’d hate it! But she loved it; I posted that on my Instagram and it got a ton of attention and let me know I was on the right path.

Jonathan Adler: I think that just being a creative is a risk.

Probably the biggest risk I ever took (and the greatest reward!) was forsaking a conventional job and choosing to become a potter. If your risk pays off, it really kind of gives you permission to keep taking risks and it becomes addictive.

Sasha Bikoff: I also feel kind of addicted to risk-taking, that excitement I get from striving to be innovative and breaking the mold. I was always risk-taking, but it was inside people’s homes so it wasn’t really a public display. When I did my Kips Bay staircase, that gave me a platform for drama.

Jonathan: That staircase is legendary and iconic!



LI COMPLEMENTS HER INTERIOR DESIGNS WITH HAND-PAINTED MURALS, LIKE IN THIS NEW JERSEY LIVING ROOM.



Bailey Li
@interiorista_baileyli

Sasha: Thank you! But some people were really not fond of it, and I think that’s part of risk too—being controversial.

Breegan Jane: For me, risk comes from innocence mixed with my passion. **I don’t understand how risky something is until I look back at it, but at the time, I’m so passionate about the idea that I think, Of course I can do that!**

Jenny Brown: The most important thing is figuring out your point of view and then staying true to that and realizing you’re not going to be for everyone—and that’s great. You



Jonathan Adler
@jonathanadler



ADLER BRINGS HIS EDGY STYLE TO INTERIORS AS WELL AS TO HIS HIGHLY SUCCESSFUL FURNITURE AND PRODUCT LINES.

SALTZ: ALLIE HOLLOWAY; HAIR AND MAKEUP: NINA SORIANO; LI: BRIAN WINSTON FRASER; INTERIOR: KEITH MILLER; ADLER, ADLER INTERIOR; COURTESY OF JONATHAN ADLER.



Sasha Bikoff
@sashabikoff



BIKOFF'S COLORFUL, MEMPHIS-INSPIRED STAIRCASE FOR THE 2018 KIPS BAY DECORATOR SHOW HOUSE WENT VIRAL—AND EARNED HER THE REPUTATION OF A DESIGN RISK-TAKER.

Jonathan: In the beginning of my career I felt fear but now, not so much. I'm very self-critical and I think that I would be angry at myself if I created something that was bland, that lacked swagger.

Jenny: I definitely regret the risks I didn't take much more than the risks I did, even if they fell flat.

Jo: How do you convince a client to take a risk?

Bailey: I always assume clients who hire me will know my style, but I did once have a client whose house was like a manila

envelope, all beige. When I did her bedroom she cried—and not tears of joy! She said she wanted her money back. But instead of panicking or going to Plan B, I said, "Let's wait a few days." When I went over a few days later she said, "I feel so much better. I just had to live with it."

Sasha: First, I always remind clients that they're hiring me for my professional expertise and that comes with historic design knowledge and references. When it comes to color, I say, "Imagine your home is a bouquet of flowers, if all those colors work together, they will in your home too." I think of myself as a teacher.

don't want to be for everyone. If you want to make a statement, that comes with the territory.

Jo: You all are pretty fearless in design—do you feel fear?



JANE SEES HER DESIGN AS "ADDRESSING EMOTIONAL NEEDS WITH FUNCTIONAL MEANS." IN A NURSERY, THAT MEANS USING BOLD COLOR TO REFLECT JOY.

Breegan Jane
@breeganjane



BROWN ADVOCATES MIXING PATTERNS AND ERAS, AS IN THIS DYNAMIC CORNER OF A CHICAGO DINING ROOM.



Jenny Brown
@jennybrowndesigns

Jenny: There's an idea that everything has to be all matchy-matchy, but actually when there's a little bit of a mismatch, it makes your eyes do more work and it's a little bit more interesting.

Jonathan: Being a decorator, we are part teacher and part therapist and part bestie and part accountant and part dominatrix. I think being a decorator is sort of being a portrait painter. At its best, it's like being a slimming mirror for your clients, reflecting them at their absolute most glamorous and finessed and most beautifully lit moment.

Breegan: Usually when people find us it's because they want to become the best version of themselves.

Yes, we do pick paint colors and couches, but there is so much more to that therapeutic and teaching process with your client relationships.

BIKOFF: COURTESY OF VERSACE; BIKOFF INTERIOR: GENEVIEVE GARRUPPO; BROWN: SARAH HAZLEGGROVE; BROWN INTERIOR: CYNTHIA LYNN; JANE, JANE INTERIOR: RYAN GARVIN.