

# FROM THE MAGAZINE PAGES TO YOUR HOME:

*How to take what you see in magazines  
and catalogs and make it your own*

THE BLISSFUL BEE  
LIFE ON VIRGINIA STREET  
EFFORTLESS STYLE



CAMILA

EFFORTLESS STYLE

*blog.effortless-style.com*



## OUR INSPIRATION





No.1

No.3

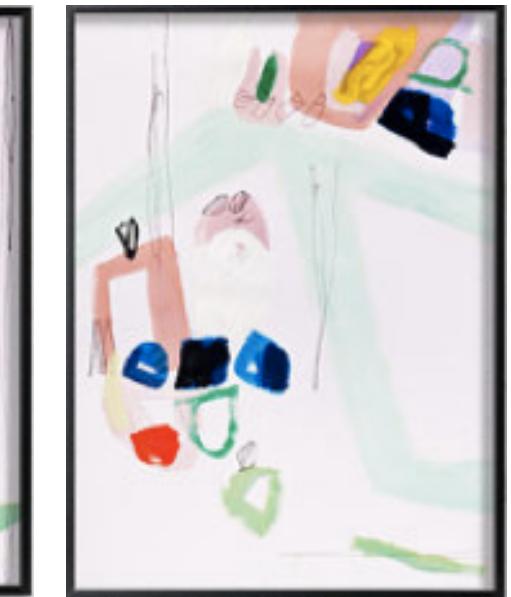
No.2



No.4



No.5



No.6



# What Effortless Style would change:

**No.1:** My personal style is way more color happy than this catalog page. Out would go those pillows and in would go a happy mix of emerald, navy and coral! Bright and preppy.

**No.2:** I like the idea of the symmetry like the mirrors, but they are a bit too blah for me. I love abstract art so a pair of artwork flanking these French doors would be a no brainer.

**No.3:** I like using sisal or jute rugs, but typically when I use them they are just a base and I use it to layer a smaller more expensive rug on top.

**No.4:** We need a bit more coral in this space to help it become more of a player. Velvet coral lumbar pillows work perfectly on these PB chairs.

**No.5:** I like the nautical vibe of the space, but for me I'm a bit more Palm Beach nautical. I would do a chair rail in this space with beadboard and then use this lucky green as my paint color.

**No.6:** What's more nautical and pretty than a bold stripe! I would flank the French doors for statement making panels

# Style Tips

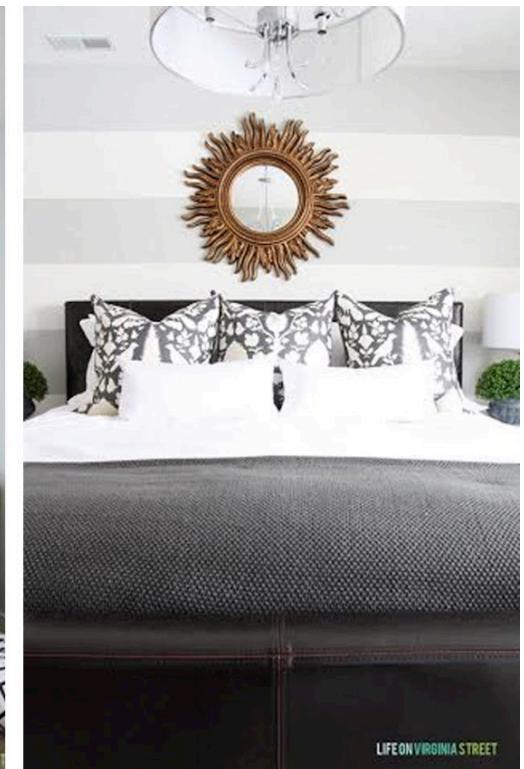
- Don't buy a set! Try to purchase items for your room from different sources. My rooms always tend to be a mix of thrift store finds, to the trade, big box retailer and let's face it something I grabbed from the neighbors trash.
- Just because you inherited a piece of furniture doesn't mean you need to stick with that style. So your Aunt, Mom, etc knows you just bought a house and our low on funds so they gave their family room sofa they were going to donate. Use it if you need, but remember it's just one piece of your room. You don't need to stick with that style. The best rooms have a little bit of everything. So, take that shabby chic slipcovered sofa and mix it up! Continue decorating your space knowing that piece is probably temporary and you are saving for your dream piece. Don't down grade everything to style within the style of an inherited piece you don't love.
- Inspiration can come from anywhere. Maybe it's you are drawn to the colors from a seashell or you love the inside lining of your purse. It doesn't have to be big and sometimes it might not end up in the space, but it's nice to have a jumping off point for either the vibe or color story you want in the space.
- Keep a mini floor plan with you at times. When I'm working on a room I carry around it's measurements, a paint swatch of the wall color and fabric swatches. I like to hit a lot of estate sales and thrift stores so it's always good to have those details on hand so you can make a quick purchase.
- Don't be scared to semi-DIY. I can't sew to save my life, but sometimes a curtain you pick can just be blah. Don't be afraid to pick up some trim (I love a 3" wide grosgrain trim) and go to town with a glue gun and give it a color border. The grosgrain trim is thick and hides the glue lines so it looks custom made. When you use a satin trim you tend to see the glue marks afterwards!
- If you see something you love when shopping pick it up! You have no idea how many times I have regretted not getting something only to run out the next day to not find it anymore. Whether you know it or not you have a personal style and are naturally drawn to certain things. What seems a bit kooky to you yet speaks to you is often the best purchase and becomes a special moment in the room that you always makes you happy.



SARAH

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## OUR INSPIRATION



No. 1 and No. 2 -  
Personal Style &  
Removal of Items



No. 5



No. 6



No. 7



No. 3



No. 4



No. 8

# **What Life on Virginia Street would change:**

**No.1:** My personal style is relaxed and beachy with a touch of glam. I love neutrals, blues and greens and try to mix both high-end and affordable pieces in a space.

**No.2:** I would remove the mirror on the left, pillows and items on the window ledges.

**No.3:** Add in throw pillows. I love to use high-end designer fabric and sew the pillows myself to save a little money. Texture and pattern are key.

**No.4:** I always add organic elements to my rooms, so the baskets, driftwood, glass vessels and greenery are a must in any of my spaces.

**No.5:** I would add artwork in place of the mirror that was on the left. I tend to steer towards beachy abstracts that don't feel too themey.

**No.6:** Add statement lighting. For me, this is the one spot I like to add some bling in a room.

**No.7:** Add simple window coverings to add some depth to the back wall.

**No.8:** Add layers on your coffee table with books that have a personal meaning or that you are visually drawn to.

# Style Tips

- Find an inspiration photo you love. Identify what you love about the space and what isn't necessarily your style.
- Remove clutter and/or items you don't love before starting to decorate a space to help give you a fresh perspective on the room.
- Invest in furniture you love, even if that means collecting items over time. Don't buy just to feel a space if it isn't something you love.
- Add art that personally speaks to you.
- Add accessories with caution. Find pieces that are interesting to you or that can create conversations with your guests. (talk about interesting coffee table books, pieces from travels, sentimental items, etc.).
- Do not decorate in a day! You want your spaces to feel well curated, interesting, and to be a space that feels like "you" not the store you bought it from



AMY

THE BLISSFUL BEE

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## OUR INSPIRATION





# **What The Blissful Bee would change:**

**No.1:** My personal style is bold, colorful and graphic with a touch of beachy accents. This rug emulates all of these styles into one!

**No.2:** I love collecting things from personal vacations or antique malls. Instead of using out-of-the-box store accessories, mix in a handful of antique finds or vacation finds.

**No.3:** Throw pillows will change a room! I tend to go for really graphic styles that pop. Throw pillows are also a perfect place to add that color you might be missing.

**No.4:** Family photos are a MUST when designing your space. Make the photos cohesive by using a consistent frame set.

**No.5:** Contemporary lighting in a traditional space will bring excitement to the room. This light fixture continues the graphic elements you see throughout the room.

**No.6:** Graphic curtains against a neutral wall color will add dimension.

# Style Tips

- Take your time when determining your style and curate a healthy collection of your favorite spaces.
- Whatever you do, don't try to copy any of these spaces. If you try to create a replica, your space will most likely feel confused, incomplete and most importantly, NOT your own space. Why? Because you've created a space that was literally someone else's style.
- When designing a room, I typically find 1 or 2 items that I simply cannot live without. It might be a graphically inspiring pillow, bold hue of a curtain panel or a visually interesting seashell I found on the beach while on vacation. Whatever it may be, start with these items and build your room around them.
- When buying your ticket ticket items, lean more toward the neutral tones. Then if you get board in a few years, you can easily switch out things like pillows, throws, rugs etc.

THANKS FOR COMING!

QUESTIONS?

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