

# LUXURIOUSLY LORI

*The perfect finishing touches for your home*

Story by **Mary Devine-Koval**

Lori Goldstein is always on the go. From photo shoots abroad to studio visits at QVC, the celebrated stylist, designer, and fashion editor spends much of her time traveling the world. So, when she decided to design home décor items for her LOGO by Lori Goldstein brand, she knew exactly what to create in order to feel right at home—no matter where that might be! I spoke with Lori about her love of design, her inspirations, and how the worlds of fashion and home design came together in her new line.

“Fashion can be a total fantasy world, but it’s also important—it’s how we present ourselves to the world,” Lori told me. “I think fashion and home go hand in hand. Getting dressed and decorating your home all involve layering colors, textures, and silhouettes until you achieve the perfect balance for you.”

*Vogue. Vanity Fair. ELLE.* These are just a few of the magazines in which you may have seen Lori’s work; but her love of styling doesn’t end at high fashion and apparel. “I love styling my home as much as any fashion editorial I’ve ever worked on. Designing for the home has always been a passion of mine, and I saw potential for what we do with LOGO to translate into the home.”

That passion led to the creation of Lori’s home line, and as with any creative endeavor, it was very personal. “This collection is straight from the heart,” said Lori. “It’s classics done my way...in my colors, fabrics, and textures. When I became a designer, it was a culmination of my work as a stylist and fashion editor. I’d been able to work with beautiful pieces of art. I want women of all walks of life, all over the country, to be able to experience that same magic.”

With an extensive career in the fashion industry, one would expect her in-the-know style sense to spill into her own designs, right?

Not at all. “As with the LOGO fashion brand, we don’t look to or interpret trends—ever,” Lori explained. “I love the color blocking in the sheet set we offer because you don’t see colors like that anywhere. I’ve loved giving these products the LOGO treatment!”

And Lori hopes her QVC customers give their homes the LOGO treatment, too. “I’m so excited to see how you style your home with our pieces! Remember, anything goes with everything!”



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*Shop Lori’s home décor on pages 20-22, and search “LOGO Home” on QVC.com for her full selection.*