

INSTAGLAM

SOCIAL MEDIA STAR
JUSTINA BLAKENEY
KNOWS HOW TO
DECORATE WILD

BY JENNIFER BRINGLE



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ith more than 2 million followers online, designer Justina Blakeney is a bona fide social media celebrity. The creative force behind the award-winning design blog *The Jungalow* and author of *The New York Times* bestseller *"The New Bohemians,"* the designer fills her followers' feeds with daily eye candy in the form of vibrant shabby-chic spaces brimming with color, texture and style.

Blakeney also recently launched an indoor/outdoor furnishings and accessories line—Justina Blakeney Home collection for Selamat—which includes hanging chairs, stools, planters and much more, all with her signature Bohemian style. We caught up with her to talk about designing Instagram-worthy outdoor spaces and cultivating a stand-out online presence.

How do you approach outdoor spaces differently from indoors?

We decorate wild, be it indoors or outdoors. But outdoors, we are more mindful to use materials that can withstand the wear and tear of the elements, or that can be taken in and out easily.

You're known for lots of fun color, pattern and textures—how do you encourage clients to take risks and add some excitement in their outdoor spaces?

You can bring color outside in many ways: pillows, rugs, twinkle lights, pots and plant stands, as well as the plates and cups you bring out when you're dining alfresco.

You designed a new indoor/outdoor furniture collection for Selamat—why was it important for those pieces to work for both interior and exterior rooms?

We have a little jewel box of a home along the Los Angeles river, and while we love it, storage is limited. Having pieces that we love that can live both indoors and out means we can get more use out of them without having to wonder where they will be stored when the summer season has ended.



You have a huge following on Instagram—why is that platform so important for the design community?

When working on different projects, Instagram is a great outlet for immediate feedback. You see which photos end up resonating with audiences, and it allows you to study your feed to find a common thread of what gets the most attention. That doesn't mean that we don't post or work on other things. But it does help us to get a sense of what our followers are interested in.

What are your must-haves for a fabulous outdoor space?

We like to hang out in hammocks, swings and of course our Cohanga hanging chair (part of her Selamat collection)—just add a mojito and we're good! ☐