

STAR STYLE

DESIGNER NIKKI CHU
BRINGS HOLLYWOOD
GLAMOUR TO
OUTDOOR SPACES

BY JENNIFER BRINGLE



Living in Los Angeles, it's only natural Nikki Chu enjoys a star-studded interior design career. When she's not appearing on television herself—Chu has been featured on everything from Access Hollywood to HGTV—she's designing luxurious spaces for celebrities such as Tyra Banks, Nick Cannon and Gabrielle Union.

Chu also brings that Hollywood-influenced flair to homes in less starry locales through her Nikki Chu home décor and accessories lines. She most recently collaborated with Jaipur Living for a collection of indoor-outdoor rugs and pillows in a chic black-and-white palette designed to infuse sophisticated style to exterior rooms.

We caught up with Chu to talk about her Jaipur line and how she creates outdoor spaces just as chic and glamorous as their famous owners.

Why do you think outdoor design has become so important?

The world of outdoor living is growing. We're seeing stuff that is sophisticated enough that it could be used indoors. How do you extend the indoor space and make it look seamless? That's what people want nowadays.

What's it like working with celebrity clients?

I'm working with Tyra Banks right now. She has a beautiful California home with floor-to-ceiling windows—it's almost as if there aren't walls. She wanted her indoor to extend all the way out to the backyard—she didn't want it to feel completely different. So we work to create that cohesiveness between the indoor and outdoor design aesthetic, using furnishings that have the same level of style as indoors. My celebrity clients are willing to spend the money to have the more sophisticated pieces.

What was the thought process behind the design of the Jaipur Living collection?

The intention with my line was to be very sophisticated and bring it outdoors. I focused on



big, bold patterns, and I'm a huge advocate of layering rugs, so I wanted the line to have multiple rugs that layer in the same space. I wanted them to be cohesive and go together.

You're a big proponent of affordable luxury. How can a designer create a luxe outdoor look while adhering to a budget?

Where you want to spend your dollars is on great furniture and rugs. And then the pillows are the great pops of color. And because they're a smaller investment, you can change them out to update the look.

My Jaipur line could fit aesthetically with that sophisticated, luxurious space, but it has the price point so it will fit a budget. □

