

Bold designer bedding from Joan Lunden Home at QVC

By [Andrea Campbell](#), Home and Living Examiner/March 1st, 2011 1:15 am ET



Joan Lunden's beautiful family
Photo: Courtesy of Annie Watson

Home and Living welcomes **Joan Lunden** and can't wait to get the latest from one of our fav personalities.

Q.: Thank you for visiting Home and Living. Joan you are a famous host, journalist and author—tell us something about your lifestyle.

J.: I've been a busy working mom my whole life and I've always loved decorating my home and entertaining friends and family. We often have huge parties since we have a BIG extended family and I have always enjoyed being the "party house." Everyone marvels at how I can create a theme and party atmosphere while keeping up such a

demanding career schedule. Guests often say, "Either I'm a genie, or I have some other trick up my sleeve." Well, *my trick is to plan ahead*, to shop for home décor when I have extra time and when sales are on! Then, everything gets stored where I can find it when I need it!

Q.: Home is obviously very important to you, how did you first get involved in home products and design?

J.: When I began designing the linen line I wanted to create exquisite bedrooms that were really easy to put together. I looked to create mix and match pillow sets that were stand outs, so that you could use them in the living room or family room, not just the bedroom.

I've let my travels around the globe from my 30 year career as a journalist, help to inspire my designs. For instance, my *Stockholm Collection* was inspired by my visit to the [Royal Drottningholm Palace](#) in Sweden where I went to interview King Gustaf and Queen Sofia. I was given a tour of the royal residence and remember peering into the royal bedroom which boasted a deep rich blue quilted satin set of bed linens which shouted out, "This bed is fit for a queen."

The *Joan Lunden Home Copenhagen Comforter* features an oversized porcelain white medallion pattern set against an indigo blue ground. It reverses to a contrasting ikat striped pattern resulting in a collection that is dynamic while remaining classic. The rich colors and luxurious textures mimic royalty.

I have reported many times from New Orleans and one thing makes the city so unique—the beautiful wrought iron used on balconies and fences throughout the charming streets. Inspired by the décor of the renowned French Quarter, this collection features a motif that is both contemporary and traditional in feel. The raised chenille jacquard used in the wrought-iron inspired design creates a velvety feeling on the bed. The contrasting tones of the soft taupe background and the rich spice pattern bring to mind the colorful streets of New Orleans.

And of course, who can go to Paris without falling in love with it? So the next best thing to strolling down the Champs-Élysées in person is being able to create a chic Parisian look in your bedroom. The version of Paris for *Joan Lunden Home* is a coordinated très chic floral pattern with awning stripes. The elegant Parisian floral design features luxurious woven chenille black roses floating on a creamy taupe-colored textured background. A rich, graphic woven stripe coordinates on the reverse side of the comforter and the Euro shams bring back the graphic awning stripe with ties, for a truly Parisian finish to the bed.

"I wanted to create exquisite bedrooms that were really easy to put together."

Q.: What did you take into consideration when choosing the spring products for QVC?

J.: When we enter a room, the colors in the room affect how we feel. In spring, I think we could all use a major "pick-me-up" so for my *Stockholm and Copenhagen* collections I looked for vibrant elegant colors. Blue is often used in bedrooms since it represents calmness, and peacefulness.

I chose a deep orange, or spice as I like to call it for my *New Orleans Collection* set against a calm cream/taupe background. Orange is a wonderful color to use in many different rooms in your home since it represents warmth and friendliness.

And on the heels of Valentine's Day, I bring you my *English Rose Garden* bedding that will most certainly provide a bold, dramatic, romantic effect. One of my favorite things about this line is a big round deep red pillow that looks like you could pick the Rose petals right off of it.

Q.: What type of quality should homeowners look for when they purchase bedding?

J.: Home entertaining and creating a beautiful home environment doesn't require a decorator, or a lot of time or money. I don't believe that you need to spend thousands of dollars on each set of bedding. When I began working with my manufacturer, my mandate was to find the best quality materials that would look expensive, but would actually be affordable and easy care. And I am happy to tell you that it is possible.

Q.: What is the one home item or accessory you cannot live without?

J.: Without a doubt, organizational storage! Studies have shown that clutter and disorganization makes it difficult to think, be productive and creates stress. Keeping your "stuff" organized and having what's required for entertaining close at hand makes you feel "in control" and able to react at a moment's notice without stressing out.

I have a very well-organized pantry filled with tablescape items; candles/holders, tea lights, interesting artifacts, paper leaves, pine cones, sparkles, napkin rings, etc. This makes entertaining for six or sixty easy—everything you need to create a party is right there, no running out to the stores at the last minute!

My basement is organized with labeled bins filled with Halloween costumes to Holiday decorations. I could throw a children's birthday party in a heartbeat—just name a theme.

My linen closet is organized in the same way—with twin sheet sets for the kids on one shelf, and other shelves for Queen and for King. A [great trick](#) for keeping your linens neat and organized is to fold each sheet set and then store it inside one of the pillow cases.

Years ago I had a guest on [Good Morning America](#) who taught me how to eliminate stress. I have a filing system for cards, with folders for Birthdays, Father's Day, Valentine's Day, Graduation and Get Well. Whenever I happen to find great cards, I load up, sometimes three or four of a card I really like. I make sure to restock and with two set of twins, six and seven years old, I can't begin to tell you how many birthday parties we attend. And not having a gift can really send you into a panic. So I look for sales and buy a bunch of toys, have them wrapped in generic birthday wrap and keep them on hand with post it notes as to what they are. That has saved me from many last minute headaches.

Q.: You are on QVC March 3 and 16, are you looking forward to interacting with home shopping viewers and what will you tell them?

J.: The real advantage to selling products on QVC instead of stores is that your consumers are not anonymous. They often call in, they write reviews, and I frequently hear from them via social media and my web site www.joanlunden.com. I love it! In fact I've asked them what colors they like and have used that feedback in my upcoming collections. I love the color red, but it was only after I heard from a number of people that they wanted that bold, dramatic and romantic statement in their bedrooms that I went for it.

Q.: Do you have an environmental mission?

J.: I am very much influenced by light and being able to see the outdoors. When designing one of my spring collections, *Melbourne*, I looked to create a feel that would bring the outdoors indoors. Being of Australian descent and an animal lover, I looked for a design that could capture that essence. And when I first saw the moss green silk pongee fabric with gold and silver embellishments it absolutely wowed me! Using silk pongee gives you the look and feel of real silk, but without the worry of real silk. And my favorite part... the gold and silver circular designs are comprised of little bamboo leaves!

Q.: Do you have a blog?

J.: I do have a blog on my website www.joanlunden.com, where I get to share personal stories and photographs as well as information to help people make better decisions in their lives, whether in home decorating or caring for their family's health.

On my JoanLundenHome.com website we feature the products we are currently selling and plans are underway to add more advice on home decorating including interviews with design experts and also consumers from around the country who just have really great ideas.

Q.: What is on the horizon for Joan Lunden?

J.: My vision is to continue to create items that will help women have fresh new looks in their home without a lot of work or expensive redecorating. I know women are maxed out with responsibilities these days and I want to help them keep their homes beautiful and interesting.

We had a very successful launch of Joan Lunden Home on [QVC](#) and they have been an amazing partner. I am expanding into many other areas of the home. I can't reveal too

much as yet, but just know that this coming fall I will be headed for the kitchen!

Q.: Is there anything else you would like to tell Home and Living Readers?

J.: Women are pulled in so many directions these days, many working a job outside the home while still running a household and raising children. There just doesn't seem to be time for everything, yet we still would love to make our homes look beautiful. I am passionate about creating products that will make your life easier, and help you to have style in your home and still have time for yourself.

Make sure to visit the slideshow to see Joan's beautiful products at QVC. The colors are saturated and the linens are top notch. We are especially fond of the Park Avenue Collection and have our own set.

Tune in and see Joan on QVC: THURSDAY, MARCH 3 at 7 PM (EST).