

Joan Lunden Available for Interview

Joan Lunden Home

Her new collection brings an early and welcomed spring into our bedrooms!

Watch Joan on QVC March 3rd & 16th

Joan Lunden does it again! We all know Joan as the longest running host ever on morning television, as co-host of "Good Morning America," *New York Times* bestselling author, award-winning television journalist, sought-after motivational speaker, and mother of seven. But these days it's just as likely to see Joan as entrepreneur with her skincare line, *Murad Resurgence*; her women's getaway, *Camp Reveille*; and now with her home décor line, **Joan Lunden Home** (www.JoanLundenHome.com). This March she will premier the spring season of her affordable and accessible bedding collections QVC.

Joan is one of America's most recognized, beloved, and trusted personalities and exemplifies today's modern working mother. Joan's passion for inspiring women to take charge of their happiness and their lives is at the forefront of many of her projects. Using her years of worldwide travel as inspiration, Joan's mission with *Joan Lunden Home* is to make home decorating easy and affordable for busy American women like herself. Many years as a journalist gave Joan access to unprecedented locations such as the private quarters of the White House to Richard Branson's private island to the Royal Palaces of Europe and she is now sharing it all with Americans everywhere.

In 2010, Joan introduced her first collection of *Joan Lunden Home* on QVC, where the line continues to sell with great success. Her bedding collections feature a comforter, two shams, and a bed skirt; each ensemble also offering decorative accessories including decorative pillow sets, Euro shams, coverlet sets, and accent throw blankets. On March 3rd, Joan Lunden debuts her new spring collection of bedding that is a welcome nod to warmer weather!



Copenhagen

"While on location in Denmark I did a story on the artists who paint the plates of Royal Copenhagen China. I watched in awe as each artist painted tiny blue circular dashes & dots for hours and hours on end. I was amazed at what went in to each and every item and how beautiful the end result was and it was the inspiration for this collection."

This elegant collection features an oversized porcelain white medallion pattern set against an indigo blue ground. An intricate weaving technique gives a chic silver cast to the design adding depth to the already stunning look. The comforter reverses to a contrasting striped pattern resulting in a collection that is dynamic while remaining classic. The rich colors and luxurious textures mimic the royalty of the city and are showcased in the decorative accents including a modern dimensional pin wheel pillow, a sapphire crystal jeweled oblong pillow, and a fish bone pleated structural pillow in an eye-catching faux-leather silver. The Euro shams, also in the striped pattern provide a bold background.

English Rose Garden

"I've been dying to do a collection in red and after hearing from people on my website and social media that they too wanted a bold red bedding collection, I decided to go for it! I fell in love with this floral material the first time I saw it... it just said "English Rose Garden" to me. It is a passionate deep red and red is a power color, yet also a feminine romantic color. However this design has silver and black in it, so it's not so feminine that a male companion might object. English Rose Garden is bold and provocative, it's stunning and unique, and it sets a blissful romantic mood."

This collection showcases an artistic floral pattern in deep red, black, and silver. The jacquard pattern's interesting combination of both hand drawn and water color roses give a textural look to the design giving it a top fashion runway appeal. Delicate covered buttons cluster a decorative pillow in a faux Shantung silk, faux silk oversized loops create a stunning rose pillow, and asymmetrical pleating enhances a chic oblong pillow. The linen Euro shams feature a pleated texture with ties to anchor this strikingly romantic bed.

Melbourne

"It is said that the color green denotes peace, evokes calmness and harmony, and balances our energy. Think of how you feel when you look upon a field of green lush grass. It calms, balances and soothes you. In creating this collection I drew my inspiration from being on location "down under" in Australia. I remember watching adorable koala bears munching on eucalyptus and kangaroos playing amidst the bamboo. Being of Australian descent and an animal lover, I looked for a design that could capture that essence. I wanted this collection to feel like we were bringing the outdoors indoors. When I saw this material it wowed me - the perfect neutral moss green with gold and silver in its embellishments. And my favorite part... the circles are actually made up of little bamboo leaves!"

Using a relaxing color palette, this collection showcases subtle texture and intricate technique. Delicate clusters of bamboo leaves decorate a moss green silk pongee ground. Gold metallic thread embroidery enhances the look, creating a soft and earthy feel. The reverse of the comforter features an oversized bamboo geometric pattern keeping the look modern. Decorative pillows include a bejeweled center-pinched round pillow; a cross banded pin tuck faux silk oblong pillow, and a croc-style hand ruche textural square pillow. The Euro shams also feature the luscious bamboo geometric motif with ties.

New Orleans

"I have reported many times from New Orleans, one of the most enchanting and unique cities in America and I wanted to pay homage to the city and to its residents. One thing that makes the city so unique is the beautiful wrought iron that is used on balconies and fences throughout the charming streets. In the 18th century two fires virtually destroyed the French Quarter. It was during this time that the Spanish were in control and thus the Spanish style wrought iron gates, balconies, and central courtyards were built. They are so beautiful and I love the way this bedding reflects the intricacy and charm of the city"

Inspired by the décor of the renowned French Quarter of New Orleans, this collection features a motif 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. Coordinating pillows include a soft sculptural ruffled square, a spice-toned embroidered faux silk pillow, and a chocolate multi-dimensional pillow with architectural tab detail. The linen Euro shams carry on the spice tone with a pin tucked technique. This collection will create a warm and enticing statement in any room.

Paris

"The next best thing to strolling down the Champs-Élysées in person being able to create a chic Parisian look in your bedroom. You don't have to buy a mirrored vanity, a vintage painting, an Eiffel tower lamp or a French poodle; when bringing Paris into your decorating style, black is the perfect accent color. For a little girls room you might turn to "Eloise in Paris," and the Eiffel Tower but for the adult version of Paris, we've coordinated a très chic grownup floral pattern with awning stripes to achieve "ooh la la."

Inspired by the fashions found on the Champs-Élysées, this collection is intended to evoke effortless luxury. 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 continuing the Parisian feel. The decorative pillows include a petal round pillow with a fancy jeweled center, a square pillow featuring hand-shaped black faux-silk roses, and a chic oblong pillow with a raised velvet hand-piped design set on a natural linen ground. The Euro shams bring back the graphic awning stripe with ties for a truly Parisian finish to the bed.

Stockholm

"I'll never forget covering the King Carl Gustaf and Queen Silvia of Sweden and while touring their Royal Drottningham Palace just outside Stockholm. It is the official residence of the Swedish Royal family. The grounds are exquisite and contain many beautiful gardens. While on a tour of the palace I caught a glimpse of their royal bedroom. I thought "this room is literally fit for a king and queen" and I always wanted a room like that. Our Stockholm bedding captures that majestic elegance. We used indigo watercolor mums (reminds me of a Monet painting, like his chrysanthemums or Waterlillies) and the deep rich blue and light blue mums are enhanced with contrasting yellow floral embroidery so it almost looks like a water color. "

Back by popular demand, this collection includes bold blues mixed with soft yellows for a warm atmosphere. The comforter set features a whimsical floral pattern enhanced by embroidery. The design is enhanced with sewn on navy blue sateen banding and hallowed by yellow sateen flange. The detailing is sharp and precise and as the bed gets turned back, a layered print effect is revealed. It will make your bedroom feel like it is fit for a queen. The 3 decorative pillows sold with Stockholm are enchanting and unique, exquisite collector's items for you to enjoy. The star pillow in this set is made of hand-cut petals in soft yellow organza.