

Designer Spotlight : Jacqui Joseph



Jacqui Joseph is a TV Presenter and Producer and she works on a variety of Entertainment & Lifestyle shows including ITV's GMTV, Daybreak & Lorraine, This morning, E4's Wife Swap the Aftermath, Hollywood Gossip, Bet Honours Awards, Alan Titchmarsh show, Michael Ball show and Nightlife for LWT to name but a few.

As the Associate Producer and Presenter for the 15 part interior/makeover series for Discovery Home called Room 2 B You, she produced and presented BET Style for Viacom's US Channel BET where she customised and updated clothing, did some clever shopping and made everything from bags to jewellery and more recently an 8 part 'how-to' guides for UKTV'S LoveHome, showing viewers how to make everything from clever storage, cushions, roman blinds, sofa covers, table runners and place mats as well as bunting and flower arranging.

It was a no brainer then that she would go on to launch her own brand. Here, Jacqui talks to **House of Coco** and tells us more...

When did you launch the brand and what was the reason behind it?

We launched Jacqui Joseph Designs in November 2013, so we are celebrating our 2nd anniversary!! I have always been into interior design as well as upcycling and worked on a number of makeover shows, so it was a natural progression for me to launch a homewares range and I love it!

What's your background?

I studied fashion for three years and worked in the industry, before embarking on a modelling career, which was a fantastic journey filled with travel and cool people. I also worked in the music industry, which is where I met my Husband. Then Television beckoned, I've presented Entertainment and lifestyle/home make-over shows for a variety of broadcasters including ITV, C4, BBC and Discovery. And have interviewed a host of celebs along the way!

What is the hardest challenge you have faced since you started the company?

The hardest challenge is trying to find enough time in the day to complete everything I need to do....

2016 is almost here, where do you plan on taking the brand?

Although our online presence continues to grow; as well as our online shop we also have a selection of our Artist Collection available on a well known magazine web store. Now we are planning to have our collection available in selected 'physical' shops....very exciting times ahead, watch this space as stores will be announced soon!



To date, what has been the highlight since launching?

My biggest highlight was (and still is) the launch of our exclusive Artist Collection at Jacqui Joseph Designs. We are super proud to have the rights to use the most stunning artworks from incredibly talented Artists known and emerging on our homewares. It's a great thrill for me and the Artists to see their eye catching works realised on different mediums; whether it be a serving tray, lampshade, placemat, cushion or our wash/clutch bags. And we are really proud that all of our pieces are made in Great Britain.

Which city do you feel most at home in, London, Paris or New York?

I love New York for the pace and energy. Paris for the chic style and romance (plus it's where my Hubby proposed to me). But London is my home, it's where I was born and I always feel at home right here in London.

Three beauty products you can't leave the house without?

Clarins Eau Dynamisante, Elizabeth Arden Eight Cream and an eyebrow pencil.

Style means....?

Style means being confident and comfortable in your own skin. In terms of clothing, as Naomi Campbell said to me during an interview when I asked the same question..." Don't let the clothes wear You – You should wear it!"



Best thing about London to you?

The best thing about London is the energy and vibe. London has it's own unique heartbeat that's infectious.

Statement shoe or statement bag?

That's such a tough question, can't I have both?

If you had to, what item from your wardrobe would you wear every day?

My Zara skinny jeans.

Favourite love song?

Wicked Game by Chris Isaak.

Best place for a coffee?

The Salusbury Deli in Queens Park.

Most memorable piece of advice given to you?

As much as possible do things that you enjoy or that makes you happy.



Guilty pleasure?

Chocolate...

If you could spent 24 hours anywhere in the world, where would it be?

It would have to be the Island of St Lucia, it's simply beautiful.

In future, how do you plan on expanding the company?

In terms of expansion we are looking at having our Artist Collection available to buy in high street stores and we are always on the lookout for exciting Artists to join the family. We love taking part in shows such as the much loved Burghley Horse Trials and we're getting ready for the 5 day Christmas Fair at the Business Design Centre in Islington in November, for us it's a great way to meet our customers face to face. It's a long road, but I love what I do and love our collections

Where can people find out more?

You can view the entire collection as well as have a look at my upcycling how-to guides at www.jacqui joseph.com