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rich colors,
cozy rooms,
&
*pure
joy*

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TIPS THAT
REALLY WORK

186 ALL
STAR
DECORATING
IDEAS

**DREAMY
HOMES**
FROM COAST
TO COAST



Colette Shelton

Known by her hundreds of thousands of followers as COCOCOZY, one of the original design bloggers is paving her own path to success.

Los Angeles native Colette Shelton, aka Coco, wears a lot of hats. She's a design blogger and an entrepreneur. She's got her own line of rugs and textiles. She's the star and executive producer of a short-form documentary series that's streaming on Amazon Prime, *COCOCOZY Design House*, that follows a renovation project in the Hollywood Hills. Wait, there's more: She's the founder of Chirpyest, an innovative digital shopping platform, and has partnered with home accessory favorite etúHome on a beautiful collection of kitchen accessories, all with a signature COCOCOZY spin. She was named one of *Forbes'* Top 30 Influencers and, if you ask Coco, this is just the beginning.



You're one of the OG design bloggers. How did you get started?

I love being an OG of design blogging. It's so amusing to be called an OG of anything; I proudly will embrace the title! I started blogging in March 2008. There are no pictures in that first post—just words. I read it now and it makes me tear up. In that first post, I set out my intention to explore the world of design and I did it. You ask how I got started—I just started. I think, in life, so many times we feel we have to prepare to start a new project or endeavor. I didn't really think about it. I didn't have a detailed plan. I just started writing and sharing and learning. It has been one of the most rewarding experiences for me—taking readers on a journey, empowering them to learn about design and hope-

PATRICK CLINE (PORTRAIT), MELISSA GAYLE

fully challenging them to live out their dreams—all through a little interior design blog!

COCOCOZY has a very distinct look. How do you describe your style?

People always ask me this question. Someone said I should have a pat answer like "coastal modern with a twist" or "French country inspired," but my style is uniquely COCOCOZY. I like to layer patterns and textures, and I love mixing styles and finding cohesion between old and new. When you see a COCOCOZY room, you know my touch has been there.

You recently launched a new business, Chirpyest. What can you tell us about it?

Chirpyest (chirpyest.com) is a shopping platform allowing anyone to shop, share, and earn cash back. The basics are that anyone can join for free and earn up to 15 percent cash back on purchases from top brands. The twist is now these same everyday shoppers can share their shopping finds and earn more cash back when their friends, family, or followers purchase from their suggestions. My goal is to democratize influence.

We have curated nearly 1,000 of the best fashion, home, beauty, and lifestyle brands including Lululemon, Veronica Beard, Revolve, Nordstrom, Pottery Barn, Wayfair, ABC Carpet & Home, and even Target and The Home Depot! I left my job as a senior-level television executive two years ago to build this custom platform and it's been a labor of love.

Your collaboration with etúHome is beautiful! How did it come to be?

Stacy Borocz, founder of etúHome, reached out to me in the summer of 2020. At the time, because I was so immersed in building Chirpyest, I was taking a pause on design.

Our mutual friend Susan Feldman, co-founder of One Kings Lane, had put us in touch. It turned out Stacy was looking to create a new kitchen collection and she wanted to specifically work with a Black designer. She was inspired by the conversations

PATRICK CLINE



regarding inclusion during the Black Lives Matter movement. Stacy wanted to take action, not just talk the talk.

Our first Zoom call lasted over an hour, and I pretty much said yes to a collaboration right on the spot. The connection was immediate. I loved Stacy's well-crafted and sustainable European products.

What was it like working with Stacy and the etúHome team?

I love that we are so aligned in our goals and that the process has been truly collaborative. Stacy and I are very similar in that we both love creating timeless design. Through this project, we developed a genuine friendship. Also, the team Stacy has assembled at etúHome is so talented. From design to marketing to content production to the artisans in

Hungary and France, I couldn't have found a collaboration partner who has a better team!

You have a lot of spinning plates. What is your dream day off?

A dream day off would be waking up early, taking a peaceful walk at the beach at sunrise to collect myself, then taking this combo yoga/calisthenics exercise class I was obsessed with before the pandemic. Then, I'd want to spend the rest of the day with family and friends, doing something that I have never done before like exploring a new city, learning a new hobby, walking a new path, seeing something new, and then spending the evening around a large table laughing and talking into the night. Okay, my dream day just made me exhausted. Once again, I packed too much into one day!