

DIARY



Left: Jo and her two daughters Romy and Nico. Right: Jo by the fireplace in her London home. Below: A peek of Jo's home office.



IT BEGAN IN THE WILDS of the fashion cupboard at UK *Elle* magazine,” begins Joanna Berryman, who at the moment is miles away from her beautiful London home and basking in the rays of the Northern California sun. Travel is as regular an item on the calendar as grocery shopping might be for some people, and the worldly inspiration manifests in everything she touches; from the homes she envisions, to the clothes she slips into every morning. “I then became fashion assistant at *Elle Girl*, after which I decided to venture alone as a freelance fashion stylist. I worked on a campaign for Levi’s and styled various up-and-coming bands. I also opened up a cute stall in Portobello Market that sold customized tees and homemade jewelry. This stint at the stall inspired me to set up a boutique called Jezebell, an emporium for established and new designers as well as vintage and lifestyle items. After two years in business, I had to close it down, and it broke my heart. I had just given birth to Nico and was in the throes of a marriage breakdown. It was a tough year.”

“I decided that fashion was too fickle an industry for me. I yearned for a more soulful occupation, it felt like an organic progression to use my honed, magpie’s eye to curate and create beautiful sets, homes and commercial spaces. I garnered some acclaim for my own home. My very first client came about after they read about me and my home in a fashion glossy. She literally carried around a picture of my bedroom in her handbag for months. Almost a decade later I have a thriving and successful, international practice. I have to pinch myself sometimes—I can’t believe it! I am so fulfilled by the work I do right now.”

On her design studio and aesthetic:
“Love vivid, live vivid” is my mantra. Color

IN VIVID COLOR

London-based fashion girl-turned-interior decorator Joanna Berryman shows how authenticity and heart make a big difference in the design field



AS TOLD TO ANNE ROBLE
PHOTOGRAPHS COURTESY OF JOANNA BERRYMAN



From left: Jo Berryman and family at her wedding ceremony. Some of Jo’s projects that were featured in magazines and online: 42 Acres Retreat (left) and Architectural Mews House in London (right).



is everything and I apply it to schemes with giddy abandon. If I were to distill the aesthetic into words, it would be ‘irreverently functional’ and ‘futuristically classic.’ I believe that spaces should evolve and grow with you—static homes are dull ones. My style reflects this: It’s changeable, dynamic, and regularly shifts with the seasons.”

On the challenges she faced: “A startup in any creative field is a huge risk. Since it’s so competitive, I somehow developed a serious case of imposter syndrome. I literally broke into a cold sweat at the prospect of presenting my ideas to clients. Mindfulness techniques and exercise helped ground and cement my belief in my capabilities. Now I’d happily talk about what I do and how I do it, in front of a paid audience.”

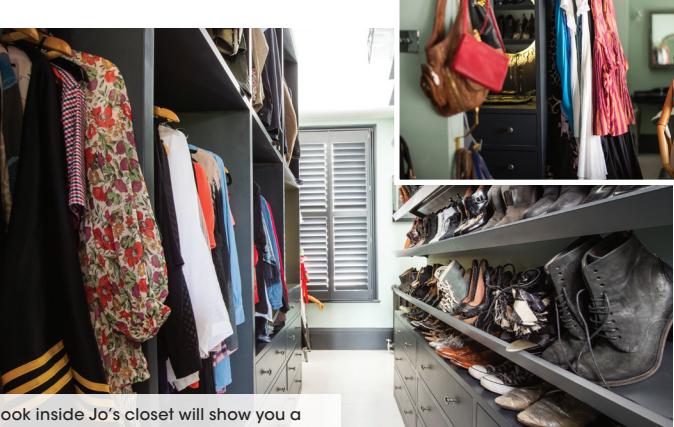
On who inspires her every day: “My daughters are my heart. I endeavor to lead by example daily. Running a business and having passion for what I do is significant messaging for my girls.”

On her definition of success: “Success is not about financial gain or celebrity. It’s about balance and authenticity. A successful life is one lived wholly and authentically.”

On what's next: “A wave of exciting high-end, residential properties in London and L.A.; an iconic, listed, Georgian building in Cavendish Square; some interesting textile collaborations; and I’m also developing a book idea.”

On what it takes to make it in London: “London is an unfathomable metropolis at the best of times, which means competition is fierce yet opportunities are plentiful. In order to stand out you don’t necessarily have to be the best but you do have to be distinctive. Many work hard and have the skills to design by numbers but few are authentic. This takes courage.” ▀

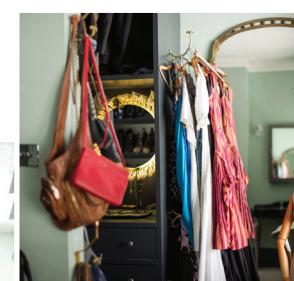
JO'S WORKWEAR WARDROBE ESSENTIALS



A look inside Jo’s closet will show you a variety of bohemian chic pieces from earth tones to wild splashes of colors and prints.



Maxi dress by Etro. I’m a hippy at heart and will jump at any opportunity to channel Stevie Nicks.



Black leather ‘Perfecto’ Biker jacket by Balenciaga. Because every woman

needs a faithful leather jacket. Mine is beautifully cracked and buttery.

Weathered brogue creepers by Robert Clergerie. A practical yet whimsical shoe that sums up my style

perfectly. I need a shoe to pound those pavements with, long gone are the days of teetering around in heels.

Hat. A Maison Michel Fedora in the winter or a classic Panama in the summer.