

Style at Home

Launch team

This new title was to sit in the value sector of the homes market and targeted predominantly towards women who took a hands-on approach to home decorating and renovating. Core content centred around affordable shopping and decorating ideas using relateable homes, with easy projects that should be achievable and affordable. Every feature was to be road-tested by a panel of guest readers who offer their authentic tips and ideas. The title also included a 12-page pull-out food magazine providing 50 quick and easy recipes.

The brief was to create a title that was bright, accessible, and could deliver content interestingly whilst retaining

brand consistency. Straightforward signposting and navigation were also of key importance, with enticing CTA franchises to highlight and promote the project nature of the content.

Solution

- A comprehensive set of grids with many feature and cover layout combinations
- A new suite of infographics (using the same shapes, image borders, and graphic elements throughout the issue)
- Clear signposting of various sections throughout using a bold colourway to distinguish sections

ON TREND
The new apartment has a contemporary feel to it, but the woman who lives there still loves a little classic look.

Buy it
Get the look with sleek, stylish lighting. **Page 96**

STYLIST'S HOME Love it!

HOME ON IN
Our first apartment was a real struggle to fit in with the rest of the flat. It had a classic feel, but we wanted something more modern. We found a classic contemporary style that was perfect for us.

MY HOME...
ABOUT ME: I'm Laurie Morgan, 22, and I live in a two-bedroom apartment in London. I live with my partner, Owen, and my dog, Max. I love to cook and I'm a big fan of home decor.

WHEN I BOUGHT IT: It was very expensive, but I really wanted it. I was looking for a place that was modern and had a good location. I found it in a quiet area, but it was a bit of a struggle to get the deposit.

AND NOW: We've made it our own. We've changed the lighting and the furniture. It's a real joy to live in a place that's yours.

STYLE TIP: New kitchen appliances and lighting can make a big difference to your home.

SOPHIE TIP
"Add new door handles for a simple, instant update"

CHECKLIST
The shopping list for the kitchen renovation. It includes everything you need to get the job done. It's a long list, but it's worth it.

'Clever lighting brings our flat to life'
Stylist at Home Laurie, 27, has used her skills and expertise to create a stylish contemporary home that's a wash with light.

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Make it FABRIC MEMO BOARD

Make Sarah's FLORAL FABRIC MEMO BOARD

Follow Sarah's lead and keep your room in order with this handy noticeboard that's both pretty and practical

DO IT IN 1hr

HOW TO

1. Remove the back and glass from the frame. Lay the backing board on a flat surface. Measure and cut a piece of fabric with a 5cm allowance all the way around. Lay the fabric on the back of the frame board so that the backing board is on top. Pin the fabric to the board.
2. Measure and cut three lengths of ribbon. Lay them on the backing board and mark the edges of the board and the ribbon. Lay the ribbon on the board so that the ends are 1cm from the edges. Pin the ribbon to the board.
3. You should now have a grid of ribbon. Lay the photos and notes on the board. Place the photos and notes on the board so that they are held in place by the ribbon. Place the photos and notes on the board so that they are held in place by the ribbon.

PERFECT PAPER
Use a piece of paper that is the same size as the board. This will make it easy to change the paper if you want to.

THIS SIMPLE PROJECT CAN BE ADAPTED TO SUIT ANY ROOM SCHEME - CHOOSE A FABRIC IN A COLOUR AND PATTERN TO SUIT YOUR STYLE AND DECOR

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- A new mobile-optimised WordPress website to match the new title
- Establishing a page format for print, i.e. working with printers to set the pages to the desired specification with correct bleed, colour settings and profiles, establishing binding methods, etc.
- Typography (establishing consistent typefaces, type weights, and sizes)
- Establishing a strong colour palette (five colourways to be used consistently)
- Organised and implemented pdf to printer protocols and uplinks
- A handover to the new art team of a full set of working grids upon completion of the launch

Outcome

After enjoying a strong start, *Style at Home* enjoyed a continuous increase since its launch and all targets were met. It is still one of the most popular home interest magazines on the UK newsstand.

