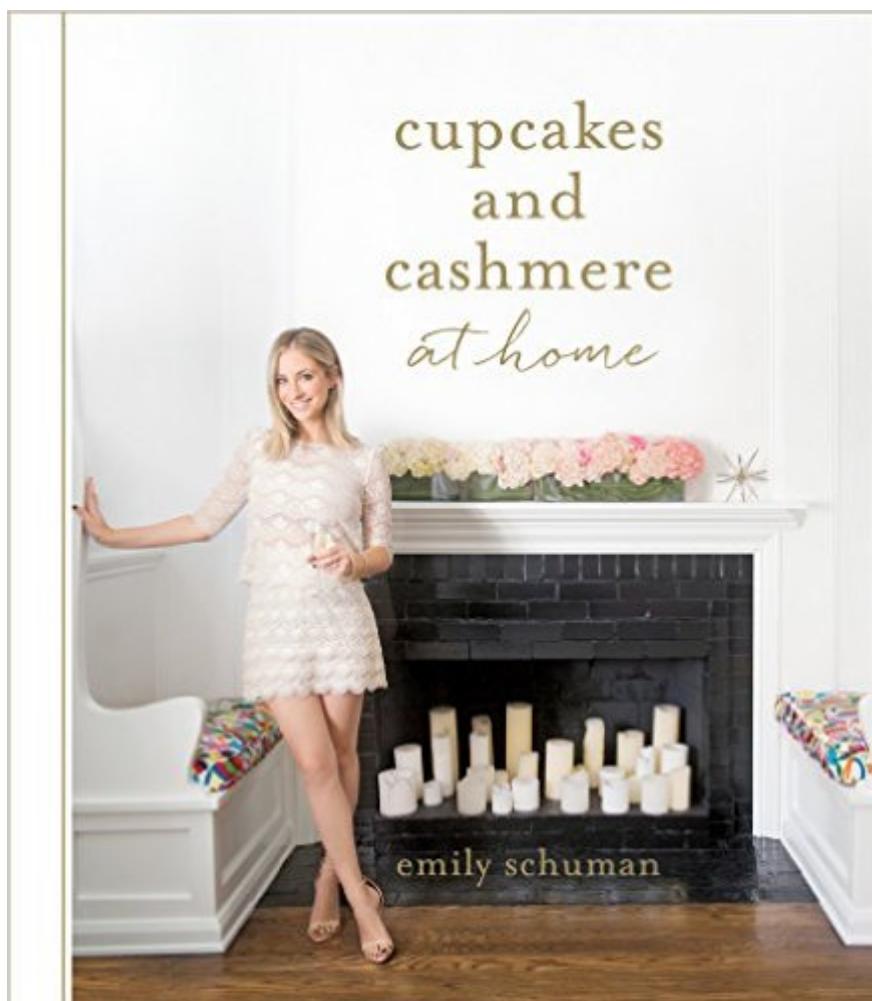


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# Cupcakes And Cashmere At Home



## Synopsis

The highly anticipated follow up to the bestselling Cupcakes and Cashmere! In Cupcakes and Cashmere at Home, Emily Schuman expands on the personal lifestyle advice that her fans loved in her first book and on her popular blog, with a focus on interior design and entertaining at home. The book features never-before-seen content and explores Emily's accessible design philosophy for decorating and creating a fashionable personal space. In addition, the book includes DIY design projects and party planning ideas. Emily shows readers not only how to create space that is inviting, but also how to welcome guests and entertain in their homes with ease.

## Book Information

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Best Sellers Rank: #37,082 in Books (See Top 100 in Books) #47 in Books > Crafts, Hobbies & Home > Home Improvement & Design > How-to & Home Improvements > Do-It-Yourself #55 in Books > Crafts, Hobbies & Home > Home Improvement & Design > Decorating & Design > Decorating #70 in Books > Crafts, Hobbies & Home > Home Improvement & Design > Decorating & Design > Interior Decorating

## Customer Reviews

This is an ok book to flip through with a cup of coffee the way you might flip through a magazine, but like other reviewers have mentioned it is a bit basic. Unless you share Emily's exact style, you won't be able to get much you can use from this book when decorating your own home. Like her blog, this book seems to be more for the purpose of sharing images of her life and less for educating her readers on design strategy. I suppose I have more of an issue with the Cupcakes and Cashmere brand itself than I do with the book. I have been a reader of the blog for many years now and while I still enjoy some aspects I must admit that it has lost its original charm. In the first 2 years of the blog, Emily was truly "the girl next door." • She was relatable, approachable, and her

fashion, decor etc. were attainable. She had flaws, like not being able to cook, which made her endearing (now her food posts are practically gourmet). Unfortunately this is no longer the case. I understand with success comes money and of course we all buy the nicest things we can afford, but Emily has alienated her original audience by turning her blog into more of a display of her wealth than a realistic and attainable guide to elevated living. I'd be surprised if a talent agency/management company would let her get so far off track. When she first started her blog, her fashion posts included aviator sunglasses found at a flea market for \$5. In that same post she said: "There's no denying that Chanel sunglasses are the epitome of chic. I happen to agree, but my lifestyle just doesn't lend itself to dedicating so much careful attention to a glamorized piece of plastic." I miss this Emily! (<http://cupcakesandcashmere.com>).

I've been reading Cupcakes and Cashmere since (almost) the beginning--2009--, and while Emily's never been one of the "trendsetting" bloggers, she's provided consistently charming/beautiful content on a regular schedule. Back in the days before the Lifestyle category explosion, blogs like C&C weren't as common in the blogosphere, and I believe Emily has had a strong influence on how these blogs have come to be. However, she hasn't been able to evolve her personal style (or at the very least, evolve in content curation) over the years... And whether it's a matter of complacency, laziness, or that she's too strongly affixed to That Very Specific aesthetic (white, pink, gold glitter, "pops" of safe neons), C&C has become one of the most predictable blogs out there. It's all well and good to stay the course on her blog since it's hers to do as she pleases. Plus, I think that if you follow C&C, you don't read it expecting to see Emily jetting off to Macau/dabbling in molecular gastronomy/whatever. You read it because it's nice to scroll through photos of a well-styled (albeit basic) home, some nice snaps of outfits, flowers, and the like. My problem with this book isn't the rehashing of the same old, same old. What bothers me is that well, I feel tricked. She made a big deal about new, never-before-seen!! content and there is so little of it present. There is no in-depth look, nothing insightful, just... nothing, save a few photos that look like leftover blog scraps. I would have honestly preferred a picture book (of her seasonal and holiday decorations, dinner party setting, etc.) than this half-hearted attempt.

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