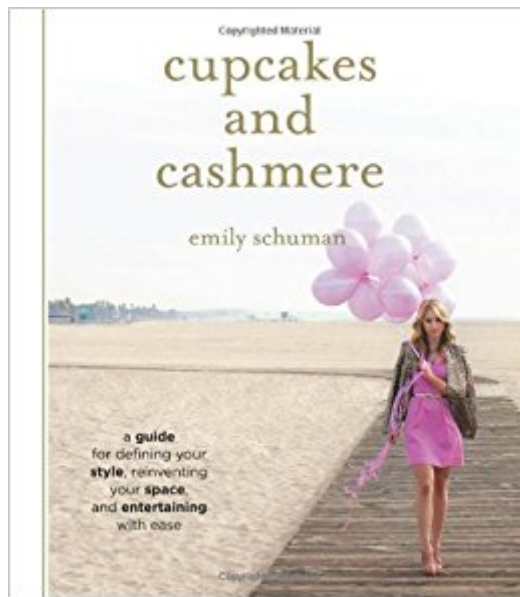


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Cupcakes And Cashmere: A Guide For Defining Your Style, Reinventing Your Space, And Entertaining With Ease



Synopsis

Based on Emily Schuman's popular lifestyle blog of the same name, *Cupcakes and Cashmere* is the must-have guide for those looking to establish their own sense of style, organize and decorate their home, or throw an easy and stylish party. Organized by season, the book expands on Schuman's blog by including DIY projects, organization tips, party-planning ideas, beauty how-tos, and seasonal recipes. *Cupcakes and Cashmere* features original material that has not been previously published on the site. With her signature photographic layouts, Emily creates a lifestyle that is chic and achievable for every reader, making this the ultimate style guide for living a fashionable life. Praise for *Cupcakes and Cashmere*: "Inspiration for anyone looking to update her wardrobe, decorate her home, or throw a fab party." —*Shape* magazine

Book Information

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Customer Reviews

The thing I love best about this book is its name. *Cupcakes and Cashmere* brings to mind a frothy femininity, a combination of childlike delight and sophisticated luxury. I am always up for defining my style, reinventing my space and entertaining with ease, so this book shot to the top of my "must preorder" list. Emily Schuman's blog is a charming combination of fashion, decorating, cooking, and all the usual blogging arts. This seemed like a sure thing! Alas, it's the kind of book you give an awkward preteen so she learns to put on eyeshadow correctly without looking like a raccoon. (Except it also talks about spiking Kool-aid with tequila, so don't actually give this to a kid.) The advice is painfully basic. If we didn't know that evening sandals are more formal than sneakers, Ms.

Schuman lays this out in a chart for us. We also learn how to put on our lipstick, blow-dry our hair and paint our nails. ("I usually try to do one [coat] down the middle and one on either side," she coaches.) Perhaps in a future volume she'll share secrets on tying our shoelaces or brushing our teeth. Well, perhaps I'm being unkind. I'm obviously not the intended audience for this book. The photography is lovely, if a touch blurry. I was pleased to see a section on handwritten thank-you notes, and I enjoyed the section on posing for photographs. The colors are soft and lovely throughout, as you'd expect from the pretty pictures on the blog. Ms. Schuman comes across as a sincere girl-next-door who genuinely wants to help bring out the best in others. I also liked that this book isn't overly brand conscious; you won't come away feeling like you have to rob a bank if you want to live the lifestyle presented here. The real issue is that Ms.

I'll admit it, I'm disappointed. I love the blog. I look at it every morning with my coffee and look forward to Emily's new posts. When the book was ready for presale I bought it as soon as possible. I was elated when I learned I would receive it early. I received it today and read the entire book. When I finished reading I had the same feelings in my stomach as a child who has just discovered Santa Claus isn't real, disappointed and naive. I feel I wasted my hard earned money. Almost 90% of the material was recycled. I learned absolutely nothing I didn't know myself or couldn't have figured out very easily with common sense. Whoever compares this book to Martha Stewart needs to do some serious serious reevaluation. Martha Stewart is inspiring, creative and innovative, essentially the opposite of this book. Above is my original view and all of my initial statements stand. Some other reviewers seem to be confused by the disappointment. Part of the problem is that we were led to believe the book would be an extension of Cupcakes and Cashmere. We all love the Blog, that's why we bought the book. The book is simply a highlight reel of the blog with a few how to lists printed in. Yes the pictures and images are beautiful. But, I already knew how to make the orange margaritas, holiday sugar cookies and autumn place cards and so many other topics covered in this book, because she had made them on her blog. I think whoever urged Emily to write the book from a seventeen magazine informational tone really missed the reason we love her blog to begin with. I understand that yes, these are the topics covered in her blog, but why nothing new that was awe inspiring?

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