

EmilyHenderson2015Style2.0CozyRetreat_9.2.15-MPEG4_CaptionMax

Funky music plays.

Various decorative items gather together on a rustic wood plank surface and pull apart, revealing dark gray text beside a red Target Bullseye logo. Then hands place a spiral sketchbook with a brown cover down on the surface and open it, revealing hand-drawn text on the first page.

ON SCREEN TEXT: Emily Henderson,
 TargetStyle

ON SCREEN TEXT: Cozy
 Retreat

Emily Henderson looks down at the sketchbook, turning the page to reveal the photo of a deer skull attached to the page with a handwritten beside it. Emily attaches another photo of a small house in the woods over the deer skull photo with a paper clip.

EMILY HENDERSON: Cooler temps call for cozying up inside, so I'm gonna show you how incorporating a few rich fall patterns and some creature comforts can create an inviting and relaxing retreat.

The camera pans down from the white wood rafters of a rustic room. Natural light streams in through large, rectangular windows set into the back wall and the segmented glass panes of a pair of French doors set between the windows. Carrying a yellow, patterned pillow in hand, Emily walks behind a large sofa positioned in front of the doors. She moves a dark blue pillow on the couch and sets the yellow pillow in its place. Emily stands in the room and interviews.

EMILY: Large pieces of furniture can feel kind of bulky and like they take up a lot of space. Textiles are a really easy way to refresh an existing piece of furniture and break up the space.

Emily approaches the sofa with an armload of pillows and a gray throw. She drops the pillows and throw on the sofa. She positions the throw over the back of the sofa and tucks it behind the pillows.

EMILY: Simply style a throw over the back of the sofa or add large, textured pillows in the corner to make it more inviting.

Emily fans a white and gray tablecloth over a coffee table in front of the sofa and smooths it out. Then she sets a wooden tray holding a deer antler and a blue mug on the table.

EMILY: You can mix any textures or patterns together as long as you have a consistent, tight color palette.

Emily pages through the sketchbook filled with photos and fabric swatches. She marks on a page with a pencil.

EMILY: For collected yet eclectic looks, start with three to five different colors and a few finishes. Then shop and style within those parameters for a look that looks completely cohesive but totally your style.

Emily gestures as she speaks. She sets a bench covered with a light-colored, line-patterned blanket beside a wall. Then she places a tray with large white candles, pine cones, and a deer antler on the bench before walking away.

EMILY: A vintage piece of furniture can get an instant face-lift with a fresh fabric. Choose a textile, like this blanket, within your chosen color palette, and then just make sure it's thick enough that it can withstand everyday wear and tear. Voilà, it's like new.

Emily waves her right hand as she speaks. She places a white pillow with a geometric design on a padded chair and a white blanket over a wooden chair with checkered padding.

EMILY: When it comes to mixing patterns, don't be afraid of breaking the rules. You'd be surprised at how many unexpected, different patterns can actually work together as long as they share the same hues.

Emily places decorations on rustic built-in shelves set against a wall. She pushes a basket filled with items onto the lower shelf.

EMILY: Sometimes it feels like you're kind of stuck when you inherit an existing built-in. Style it with pretty baskets and decor to create chic spots of extra storage that can hide magazines, blankets, or even toys.

Emily sets a small, rustic log ladder against the wall under a window and folds blue and white blankets over its rungs.

EMILY: Repurpose an old ladder as a kind of unexpected way to show off your pretty blankets.

Emily places a glass candleholder and gold-colored decoration on a wooden end table at the end of the sofa. Then she sets a rustic wood coaster on top of the built-in shelves and places a white candle on it.

EMILY: Candles, lit or not, are a really simple and affordable accessory that adds a lot of mood and ambience. Placed on these pretty wood coasters, they become a rustic, chic element in the room.

Emily smiles as she speaks. Then she walks away.

EMILY: And now it's time to get cozy and relax.

The camera pans back up to the rafters of the room. A red Target Bullseye logo appears.