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Rossi hangs out on her family's porch in Point Clear, Alabama, page 70.

the perfect
key west
hideaway

page 32



Jill Goldberg, owner of
HUDSON

in Boston, spills her coastal design secrets—
from framing maps to updating
the classic slipcover.

STYLE SENSE

"Since day one my style has been about achieving a mix: vintage, country, and traditional meet modern. For example, I'll take a vintage piece and re-cover it with a modern fabric," Jill says. "I can't do without a modern edge. I like to think I can pull it all together."



FRESH TAKE

"I'm a fan of slipcovered furniture, but it's time to redefine the shabby chic movement," Jill says. She goes for an "upscale, East Coast look" by choosing seating with curved backs and arms, then slipcovering them in linen.

Shop this look: See the Charlotte and Julien sofas and chairs by Verellen at hudsonboston.com.

Turn to page 28.

signature style



PATTERN KNOW-HOW

"Be cautious with prints. I love a bold print, but the proportion must be right," Jill says. "If you have a small repeat, don't put it on a sofa. The smaller the print, the smaller the piece," she says. She suggests finding a must-have fabric, then using it in the place you'll see it most.

For indoor and outdoor fabrics, Jill recommends Ralph Lauren; 888/475-7674 or ralphlaurenhome.com.

THE RIGHT MIX

"Add depth to a room with a variety of textures," Jill says. "Don't be afraid to just go for it. Pair a leather piece with mohair pillows, or a linen chair with a vinyl-covered coffee table. Without a mix of textures, the look becomes boring."

PERSONAL TOUCH

"A room should tell a story through family photos, hand-me-down books, and other found or treasured objects," Jill says. "Go to flea markets and thrift stores, and seek out odds and ends," she says. "It doesn't have to be a fine antique. If you see something great but it's purple, sand it down and spray paint it."

LIGHTS OUT

Jill avoids flush-mounted fixtures, opting for lamps and interesting chandeliers instead. "And lanterns aren't just for



"I'm all about finding a nontraditional way to use a traditional item," Jill says. Her shop carries contemporary and classic pieces, lighting, and coastal accessories. Hudson, Boston, Massachusetts; 617/292-0900 or hudsonboston.com.