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SUMMER 2018

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Dynamic duo Cleo Wade and Elaine Welteroth at their shared New York work space.

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Two's Company

The scene in the WeWork elevator in New York's Tribeca neighborhood is straight out of a movie about Silicon Valley meets SoHo #StartupLife. This is where small businesses come to sow their seeds. No time to waste: whiteboard, ideate, execute, repeat. You would never guess that tucked away in one of these offices is a spacious, sun-drenched cocoon where writers, creative entrepreneurs, and zeitgeist wunderkinds Cleo Wade (pictured, left) and Elaine Welteroth get some of their best work done.

styling by Erin Walsh; Makeup by April Gleason; Hair by Takashi Suda/Domi-Drew for Exquisite Artists using TSD Hair (Wade) and Cosmo (Welteroth); Manicures by Emuerten





Inside it's like a cozy Moroccan yurt smelling faintly of sage, with red-and-white-striped wallpaper, sequined and embroidered pillows, and surfaces covered in crystals and ranunculus. A dusky pink velvet curtain frames a glass wall, keeping the nook hidden from the prying eyes of hallway passersby. On the bookshelves: Zadie Smith, Angela Davis, Cecile Richards, Toni Morrison. Overall, the vibe is radiant as a sunflower.

It's no wonder the women who brought the space together had an equally impactful first meeting. Their friendship, according to Welteroth, is a "modern day millennial girl

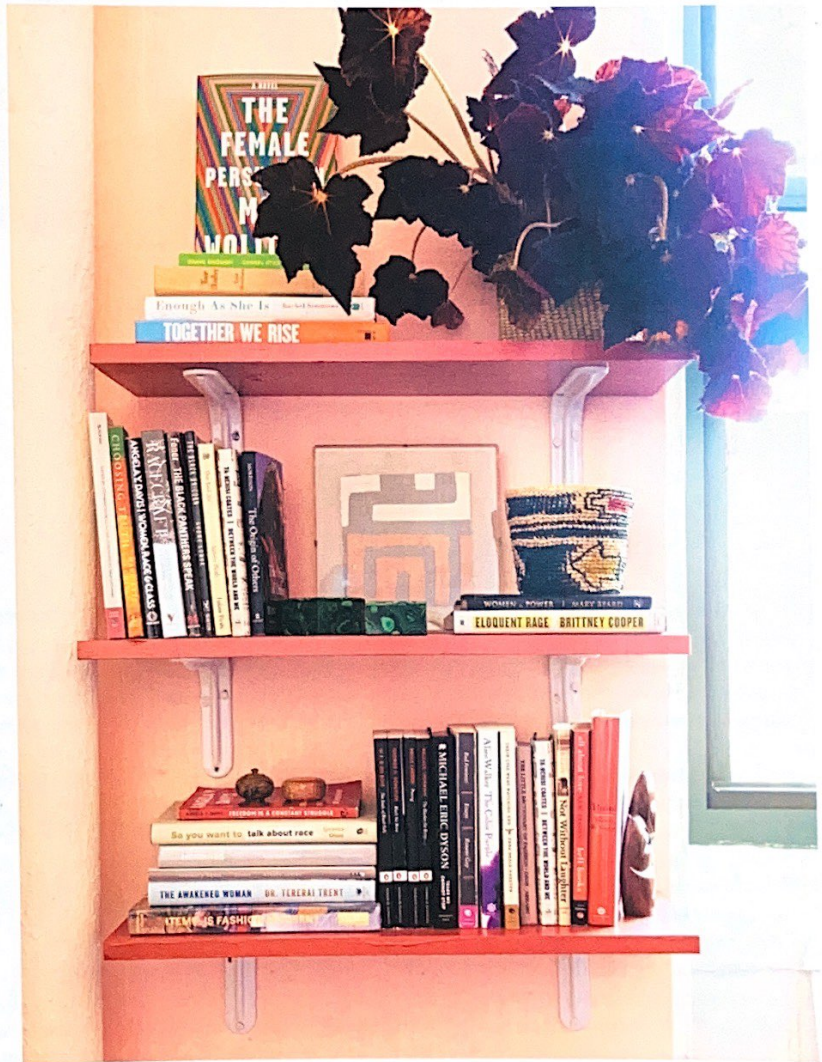
crush." While heading up *Teen Vogue*, she reached out to Wade about contributing to the publication and received a response right away: "Hi, goddess, can we first have tea at my place?" Welteroth was taken aback. "I come from the transactional, fast-paced magazine world," she says. "The idea of stepping out and having tea was decadent and old school." That night, she found herself in Wade's East Village apartment, "dining like queens" on vegan sushi and talking about everything under the sun. "I was wooing her," recalls Wade. "I had followed her career and was so inspired by her vision. She's like a

lighthouse for youth culture." They stayed up until midnight. "After I left," says Welteroth, "I was like: I will know this girl forever."

Between them, they also share a lengthy list of accomplishments bridging the worlds of fashion, activism, entertainment, and journalism. Wade's handwritten pocket-size poems, which she broadcasts via Instagram, have struck a chord with young women everywhere and gained a loyal following of celebrities and influencers. Her recently debuted best-selling book, *Heart Talk*, is chock-full of these spiritual mantras. And her poetic voice is not just confined

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CLEO WADE



“The bookshelf is such a melding of our brains on display,” says Welteroth. “We both love *The War of Art*—the cover is ripped off because it’s been used so much.” Opposite: More of the duo’s favorite works appear on the gallery wall, including Chicago-based artist Brandon Breaux’s *Good Hair Is a Myth*.

This page: Woven Bowl \$25 hawkinsnewyork.com; Mapoch Candle \$125 and Kuba Cloth Framed Textile \$185 stfrank.com. Opposite: Sphere + Stem Floor Lamp \$299 westelm.com; Scarlet Stripe Wallpaper workandsea.com; Naked Louise Catch Pot from \$120 hawkinsnewyork.com; Ewe Kente Pillow \$275, Huipil Pillows \$250, Baby Alpaca Throw \$225, Glass Beads \$75 stfrank.com. Previous spread: On Welteroth (right): Pantsuit frame-store.com; Belt chloe.com. On Wade: Ensemble oseiduro.com; Jewelry jenniferfisherjewelry.com.

KEEP YOUR REALITY.
I AM FINE WITH
MY DREAMS.

NOT EVERY
GROUND
IS A
BATTLEGROUND

MAKE ART.
MAKE CHANGE.
MAKE LOVE.
THAT'S ALL.

IMPEFFECT
AND
LOVING IT.

LOOKING
CHANGE -
TO BE
TEAD.



RISE AND SHINE...
AND BY 'SHINE'
I MEAN SEEK A
WORLD OF TOTAL
EQUALITY FOR
ALL.

RIGHT
NOW

THE ONLY MOMENT
IN TIME YOU KNOW
YOU HAVE FOR SURE.



BE A FLOWER
FIND A FRIEND
GROW A LITTLE

BE CAREFUL WHEN IT
COMES TO FOCUSING
ON THE OPINIONS OF
OTHERS, YOU COULD
END UP WALKING A
DAY IN THE LIFE OF
EVERYONE ELSE'S SHOES

THE EGO SAYS:
"I'M STILL MISSED
ABOUT YESTERDAY"
THE SPIRIT SAYS:
NEW DAY,
NEW ATTITUDE."
SUMMER 2018

TO RELEASE
PAIN TO MAKE
ROOM TO LIVE
IS ONE OF THE
BRAVEST THINGS

SORRY.
DREAMING WHEN I

MAKE
MAKE
MAKE



"We didn't want a sterile corporate environment," says Welteroth. "We wanted our personalities everywhere." Sculptural furniture, bold blooms, and Wade's watercolor manifestations fill the space with inspiration.

From left: Lolli Lounge Chair \$3,000 consorthome.com; Basket Planter \$70 cb2.com; Mud Cloth Tray \$550, Peace Coasters \$35, Glass Beads \$75 allstfrank.com; Dempsey & Carroll x HHH Bedside Coasters \$25 hillhousehome.com; Hand-Painted Porcelain Ring Dish \$100 hillhousehome.com.

to the page: She teaches a storytelling class at the Women's Prison Association, hosts author talks at the Lower East Side Girls Club, and recently gave the keynote address at the annual Planned Parenthood conference. Under Welteroth's reign at *Teen Vogue*, where she rose in the ranks from beauty editor to becoming Condé Nast's youngest editor in chief before leaving in January, the publication transformed into a dynamic platform for a new socially active generation. Since then, she has reported from the March for Our Lives protest in Washington, D.C. for an ABC News *Nightline* special program, cohosted on *The View*, and moderated a panel featuring U.S. Senator Kamala Harris at the United State of Women summit.

Although they are on separate professional paths, both appreciate the common refuge they've built together. "Our schedules are crazy," says Wade, "so we wanted a space in which we could be creative and strategic. That felt alive and could feed our souls." Potted plants and flowers brighten almost every corner. Layered kilims adorn the floor. On the wall: a mood board of favorite affirmations. And everywhere a kaleidoscope of colors and textures—rattan, leopard, velvet, sheepskin, pinks, blues, mustards, reds. "She has an incredible eye and is all about more is more," says Welteroth of Wade, who took the lead on decor. For them, the goal was not just to get "in the zone" but also to host friends and

working women. "We live in a culture that celebrates finished products and results, and you rarely get to see inside someone's process," explains Welteroth. "I love the idea of cultivating a creative community you trust and admire."

Next up? Wade is launching a home goods line in early 2019, while Welteroth is penning a book focused on empowering women, out next year. One thing is certain: No matter where their work takes them, the dream team will always return to home base to regroup, recharge, and do what friends do best—be a source of strength and support for each other. "It's no longer the era of women competing and comparing," says Wade. "We're all about constant collaboration."