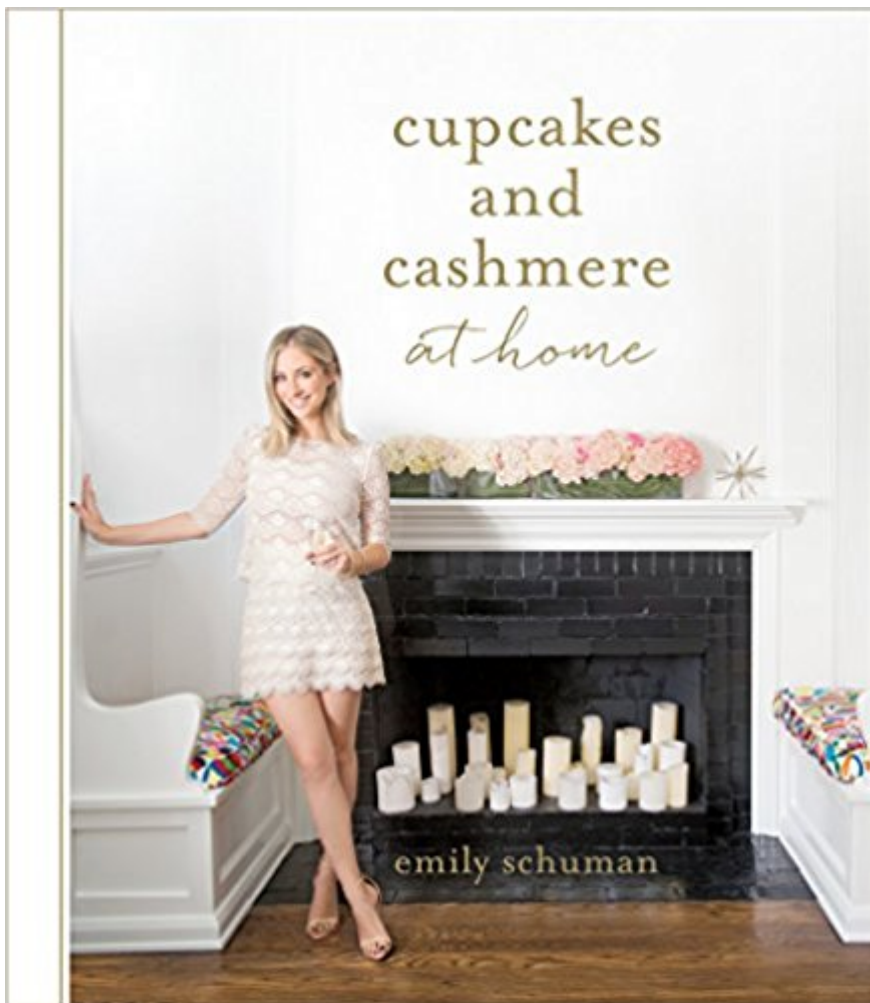


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# Cupcakes And Cashmere At Home



## 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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## Customer Reviews

Emily Schuman is the creator of the award-winning blog Cupcakes and Cashmere. Emily began her blog in 2008 and has been featured in numerous magazines and television shows, including Glamour, Teen Vogue, Lucky Magazine, and the TODAY Show. In 2012, she published her bestselling book, Cupcakes and Cashmere: A Guide for Defining Your Style, Reinventing Your Space, and Entertaining with Ease.

Oh no! I'm so sad, I was looking forward to this one. So, the first book was pretty but nothing new. As a long time blog reader, I really felt that Emily was aware of the "no new content" backlash and

was stepping it up this time. Unfortunately... Yes, there are unseen photographs, but really nothing new or that hasn't been pieced together on the blog. I "get" the cupcakes brand.... I'm 30, newly married, baby on the way. But truthfully, I feel pretty duped again with this book. I pre ordered, it was dropped off an hour ago, and I'm done reading it. Cover to cover. She almost has it, with both books. (Would put almost in italics if I could) but unfortunately this one also falls short of anything even a die hard fan would care about.

Oh, how badly I wanted this to be good! I am an avid follower of her blog, and it's clear she has great taste and a truly luxe, envious life. Her daughter is probably the cutest baby I've ever seen. Lots of potential. But then...This. This seemed like the book your professor writes to get tenure that has 5 pages of content stretched into a 200 pages for publication so it hits the minimum word count. This seemed like the artwork your extremely talented friend begrudgingly creates in two hours for a local gallery. This was like a beautiful cupcake that, when you bite into it, is nothing more than Safeway Select angel food cake, or a gorgeous cashmere sweater with the fine print "60% acrylic". UGH, so disappointed :(In truth, I borrowed this book from a friend and I'm so glad I didn't spend the money (as much as I really do love supporting small businesses). In 30 minutes I'd seen all there is to see and read all there is to read. Everyone else said it better: there's nothing new here, and moreover, it is clearly a commercial play to build her "brand" and make more \$\$\$. She gets two stars because I do think her eye is amazing and the photography / format of this book was gorgeous. But I just wished she'd tried a little harder.

Disappointing. I pre-ordered the book because the previews looked good but am disappointed with the book in general. It jumps all over the place and it skims over different subject without offering any solid advice.

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, décor 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'm surprised her 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/fashion/glasses-half-full>) Now her fashion posts feature \$350 pants (<http://cupcakesandcashmere.com/fashion/the-perfect-tailored-pant>) and she acts like that amount is pocket change. She's even done away with her Crave or Save series (<http://cupcakesandcashmere.com/series-stories/crave-or-save-41>), the last down-to-earth features on her blog. I'm not saying she shouldn't buy herself nice things if she can afford them, but her audience isn't made up of millionaires. Her posts use to include highs and lows, like this post (<http://cupcakesandcashmere.com/fashion/louboutin-love>) with an H&M skirt and Louboutin pumps. She is so out of touch that now her "lows" are often the average woman's "highs." This snobbery extends to home décor as well. In all of Emily's previous homes her approach to decorating was thrifty and once again attainable. For her new million dollar home she hired an interior decorator which has cost her some credibility in the decorating department. These ideas aren't exactly her own. This book and the home décor post on the blog are once again an excuse to flaunt her wealth and her very expensive lifestyle. Here is one last example to prove my point: In this post (<http://cupcakesandcashmere.com/series-stories/five-things-224>) she shares the \$8000 ring her husband gave her as a "push present"! \$8000! Did she really need to post this? Seems like bragging to me.

Not recommended. I am a long time follower of Cupcakes and Cashmere and I was really looking forward to the new and fresh content promised in this book. Like her previous book, the content is basically rehashed from her blog posts. I am really really disappointed in this book and in Emily. Please do not waste your money on this.

I have followed C&C since 2012, purchased the first book and pre ordered this one as well. I was disappointed with the lack of new content and home photos. The last chapter on entertaining feels like it was slapped together. :-(

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