

# REAL SIMPLE To Host Second Annual 2019 Idea Home In Brooklyn

**First Home Within the Meredith Portfolio to Be Filled with Shoppable Products for Consumers Available Via smart codes**

**Six Sponsors Signed On Including The Home Depot, Elkay, Glade, Whitehaven Wines, Mrs. Meyer's and Sleep Number**

**Interior Designers Anita Yokota and John and Sherry Peterski of Young House Love, Organizers from NEAT Method, and Others Join REAL SIMPLE to Curate Townhome**

NEW YORK, June 13, 2019 [PRNewswire](#)/ -- REAL SIMPLE today announced it will be hosting the second annual REAL SIMPLE Idea Home in Brooklyn, New York. This year's home will feature a multi-level townhouse showcasing unique design ideas, DIY strategies and shoppable products from home organizers, interior designers and REAL SIMPLE editors. As part of this launch, nearly all of the products featured throughout the home will be available for purchase directly via smart codes.

"REAL SIMPLE is evolving this year's Idea Home by making it nearly 100% shoppable—an exciting step for our annual franchise," said Leslie Yazel, Editor in Chief of REAL SIMPLE. "We're creating an idea home for real life and real people. We'll show how a home can be both incredibly beautiful and extremely organized—and making it shoppable creates an elevated but accessible experience, just like the REAL SIMPLE brand itself."

The REAL SIMPLE Idea Home is expanding the program by including a shoppable hub on [REALSIMPLE.com](#), where readers can purchase products directly from the site and through smart codes in the home. Each room will be curated by a specific interior designer, playing to the designer's niche assets. The team of designers include: Interior designer and famed blogger Anita Yokota; owner of Cortney Bishop Design Cortney Bishop; creative DIY blogger Mandi Gubler of Vintage Revivals; home renovators and DIY gurus John and Sherry Peterski of Young House Love; design and lifestyle blogger Shavonda Gardner; experienced luxury interior designer Emilie Munroe; coastal-inspired designer from Tracery Interiors, Paige Sumblin Schnell; and Ashley Murphy and Molly Graves from NEAT Method, who will mark their return to the home. The designers will focus on creating the functional yet beautiful design aesthetic that the REAL SIMPLE brand is known for.

"At REAL SIMPLE, we provide our marketing partners with access to an elusive group of consumers looking for exceptional organizational concepts and beautiful designs," said Daren Mazzucca, Publisher of REAL SIMPLE. "We're excited to welcome our new and returning sponsors to the home, where we will engage and entertain audiences by bringing to life the REAL SIMPLE brand."

Six sponsors have already signed on and will be featured in the REAL SIMPLE Idea Home as follows: The Home Depot, Elkay, Glade, Whitehaven Wines, Mrs. Meyer's (a returning sponsor from 2018) and Sleep Number.

For the second consecutive year, REAL SIMPLE will partner with [Win](#), the largest provider of shelter and permanent supportive housing for NYC's homeless families, to raise awareness of the organization.

The REAL SIMPLE Home will be featured in the October issue of REAL SIMPLE, on newsstands September 20<sup>th</sup>, and on [REALSIMPLE.com](#). Follow REAL SIMPLE on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

**ABOUT REAL SIMPLE**

The REAL SIMPLE brand ([www.REALSIMPLE.com](http://www.REALSIMPLE.com)) makes life easier and more meaningful for today's busy woman, providing inspiring ideas and practical solutions to help her simplify her life. Throughout its 18-year history, REAL SIMPLE has been a leader in understanding the modern woman, creating a positive, supportive community in which women can connect and share their ideas. Through print and digital, REAL SIMPLE reaches an audience of nearly 21 million every month. REAL SIMPLE is part of Meredith Corporation, a leading content company that engages over 175 million unduplicated American consumers every month, including 80 percent of Millennial women.

## **ABOUT MEREDITH**

**Meredith** has been committed to service journalism for more than 115 years. Today, Meredith uses multiple distribution platforms — including broadcast television, print, digital, mobile and video — to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners. Meredith's National Media Group reaches 175 million unduplicated American consumers every month, including 80 percent of U.S. Millennial women. Meredith's Local Media Group includes 17 television stations reaching more than 11 percent of U.S. households.

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