



## Zapping fashion

A model wears a creation from Zapping's Fall/Winter 2006 collection at Sao Paulo Fashion Week earlier this week.

- Reuters

# The queen of Home fashion

**24 hours sat down with Canadian *House & Home* magazine founder and TV host Lynda Reeves and got the scoop on her dream of loft living, her new show and being compared to Martha Stewart.**

**You've owned 10 homes – do you keep moving so you can redecorate?**

I do use my home like a lab. And, it's my hobby. If I stay in a house, I'm never leaving this house, but I'm thinking I might go into a loft. It's very seductive the idea of living in a wide-open space. It keeps you young to change your environment.

**What's one new trend you're dying to try?**

(Watch for the top 10 trends of 2006 next week.)

Grey being the new neutral. I've never decorated with grey. I've always thought of it as very cold, '80s colour, corporate. But the new greys are very warm, done in a matte finish, mixed with fabrics like grey flannel, grey cashmere and grey felt.

**Best design advice?**

People are used to seeing things in two-dimensional, they're used to looking at magazines. Take a picture of every wall, every room from every view. Look at those pictures – you'll learn so much

about what's wrong with your room ... your pictures are too high, they're too small, a bald spot in a room where you need something.

**Biggest design blunder?**

Once I lived in a place that had '50s architecture and I ripped it all out. And, I've repainted a room ten times.

**How is the new show different?**

We're in people's homes. It's candid. I get to look in their real cupboards. It's not scripted. It's kind of like a window on how people live. Before we would always say, "Your stove is beautiful," now we're saying ... "Did you have to spend that much?" We're just challenging some of these issues. It's only decorating for heaven sake's.

**Even though *House & Home* is celebrating its 20th anniversary and her magazine is only on year 15, you're often described as Canada's Martha Stewart. What's up with that?**

My partner says just tell people that, "She is the Lynda Reeves of America." We're constantly comparing ourselves to Americans in a way that suggests that they are the real thing and we are the imitation. It's only we who do that – Americans don't do that.

- Carly Krug, 24 hours



House and Home publisher Lynda Reeves

- Rob Kruyt, 24 hours



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