



HOME

TORONTO | LOS ANGELES

LIFESTYLE INFLUENCER & HOME BRAND

NIKKI CHU - DESIGN EXPERT

Nikki Chu is a celebrity interior designer, author, artist and entrepreneur, with over 20 years of experience running her own design company. Chu has accomplished a vast range of interior projects and licensing deals. She has worked on several branded collaborations with some of the most accredited names in the industry (Hennessy, Toyota, Moët & Chandon, Home Depot, ZGallerie, NFL, Pier One, Pepsi, Disney and XBOX to name a few).

Nikki Chu's fashion and global fused style offers sophisticated designs that represent the best of today's trends in easy, livable, "go-to" items that effortlessly layer into anyone's home. The celebrity designer has built and developed her own home brand; which offers an assortment of fashion bedding, wallpaper, pillows, rugs, paint, wall art, decor and more. Her multi-brand empire continues to grow, and is firmly rooted in interiors, art and textiles. Nikki Chu Home combines fashion and lifestyle, she is known for creating an affordable luxury brand that features the latest trends in design.

Nikki is also a lifestyle and design expert for several TV networks such as HGTV, E!, Oxygen, OWN Network, and starred in her own makeover show called "UNBOXED with Nikki Chu" on the Aspire network. During her career, Chu has been awarded several honors and awards for her outstanding accomplishments in the world of Art and Design.

IG: @nikkichuhome

Designing your life, the way you see it. - NIKKI CHU

DESIGNER CREATED. GLOBALLY INSPIRED.



DESIGN & BRAND MESSAGE

TARGET MARKET: 25-45 +YEAR OLDS
DEMO: SINGLE, YOUNG PROFESSIONALS, FIRST HOME, COUPLES, FAMILIES,
INSPIRATIONAL TO SOCIAL MEDIA & BLOGGERS INTERESTED IN DESIGN.

- Inspire her to update her home with elevated style that's easy, comfortable and livable. Creating a relaxed elegance in the home.
- Design and Develop products appropriate for year-round display and that can live in-home for a substantial period of time.
- Solve her design issues with practical solutions and key trend right items she'll be seeking.

LIVABLE

Easy pieces that are timeless yet on trend that effortlessly complement her decor. Livable doesn't mean basic or plain; but rather exceptional items that help pull a space together adding character while making a stylish statement.

NATURAL & GLOBAL

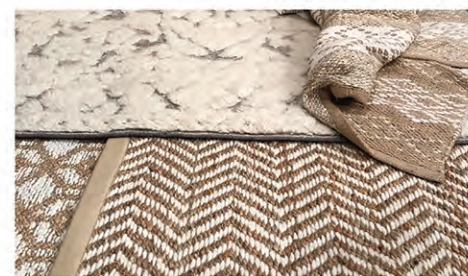
Patterns and materials that are rooted in ethnic and tribal concepts that have been simplified and modified to create a new look. Organic lines, hand painted or drawn elements mixed with neutral colors, elevate the designs to have a clean, but modern touch with Global influences.

ARCHITECTURAL & MODERN

Clean lines, geometric forms and globally inspired details, that bring soft mid-century influences to some pieces.

LUX TOUCHES

Mixed metals and metallics with an emphasis on rose gold & brass. Metallic colors will show up muted, hammered, brushed and shiny. Silver will also be important with copper accents.





WALLPAPER COLLECTION

The collaboration with RoomMates Decor is influenced by an innate sense of timeless style, mixed with modern lines and abstract shapes to align perfectly with Nikki's dramatic fashion-fused vision. The artist explores unique applications of metallic and mixed media create light and reflection. With influences that range from sophisticated abstracts to global traditions, Nikki's artistic approach is all about texture infused with an unmistakable a multi-layered point of view.



Nikki Chu has a collection of art, bedding, rugs, pillows and decor launching in Fall 2022. Celebrateing global connectivity, with design influences that cross cultures and eras. You will find black and white contrast, update traditional motifs, while mixing & matching of materials bringing texture and depth.

BEHIND THE BRUSH NIKKI CHU x ZGALLERIE

Enter the world of designer and artist Nikki Chu with a striking collection of modern shapes bursting with color and global allure. Explore the full collection and more at zgallerie.com.



A. HASKED 34" x 40" \$999.00 B. DARK HOOD YELLOW 24" x 16" \$499.00 C. DARK HOOD PINK 24" x 16" \$499.00 D. FOR THE LOVE OF FASHION 1 20" x 30" \$499.00 E. DARK HOOD 24" x 16" \$499.00 F. DARK HOOD 2 24" x 16" \$499.00 G. FOR THE LOVE OF FASHION 2 20" x 30" \$499.00 H. GOLDEN PALM 24" x 16" \$499.00 I. SMOOT GUIDE 40" x 40" \$999.00 J. AURORA CHAIR 20" x 20" x 20" \$299.00 L. NEW HERCER HIDE PILLOW 18" x 18" \$499.00 M. NEW TALLA RUG 18" x 18" \$499.00 N. SEQUOIA CONSOLE TABLE 50" x 130" x 13" \$1,999.00 P. NEW MILANI TABLE LAMP 18" x 18" x 18" \$499.00 Q. NEW FAREWY BOWL 18" x 18" \$499.00 R. NEW THE RHODER 18" x 18" \$499.00 S. HIRRORED MOSAIC CANISTER 18" x 18" x 18" \$499.00 T. PINKY FINE 18" x 18" x 18" \$499.00 U. LOLA CHANDELIER 18" x 18" x 18" \$499.00 V. VARIUS VASE 18" x 18" x 18" \$499.00 W. DUTCH DRAY 18" x 18" x 18" \$499.00 X. HOLLISTER RUG 18" x 18" x 18" \$499.00

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nikki chu
@nikkichuhome

"I like to incorporate hand drawn lines with abstract shapes in my art."

SHOP NIKKI'S ART

INTRODUCING
Nikki Chu *for* One Kings Lane



She's brought glamour and global flair to the homes of Tyra Banks and Lisa Leslie, among others. Now her new collection of art, pillows, and furniture—available only here—will bring the same to your home.

SHOP NOW



The pillows and upholstery were created using Nikki's artwork


ONE KINGS LANE





DESIGN VISION

To design an aspirational and attainable assortment of elevated, livable furniture, textiles and home decor that asserts style and comfort, while offering amazing value. Nikki Chu's philosophy is to create spaces that are personalized, comfortable, yet stylish, with touches of glamour. Her interiors are accented by distinctive pieces, eclectic finds with a sense of timeless style. She mixes modern lines with updated and simplified ethnic patterns to create her unique vision.

Her fashion-fused style offers sophisticated designs that represent the best of today's trends in easy, livable, "go-to" items that effortlessly layer into anyone's home.



DECORATIVE ACCENTS

Nikki's collection with Zingz and Thingz is inspired by her Global aesthetic. Mixing metallics, with white wash woods and tribal patterns are that are simplified and interpreted with a painterly direction. Her collection focuses on black, white and a neutral monochromatic color scheme, while mixing texture, antiqued mirror, and hammered metals. The metallic shades and finishes in the collection are – gold, silver, copper and rose featured together in a combination of antiqued, shiny and matte finishes. The designs are bold yet elegant, and when the elements of her collection are combined, they create an edgy, and global yet modern statement. When featured individually or in smaller groupings, the products show remarkable versatility for a wide variety of settings.

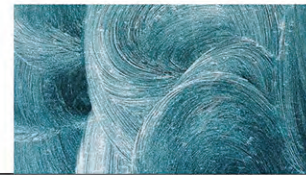


Nikki Chu Home celebrates a diverse nature and global connectivity, with influences that cross cultures and eras. Black and white tones update traditional motifs, while mixing & matching of materials brings texture and depth.



BALI BEACH COLLECTION

Nikki's Bali Beach Collection with Zingz and Thingz is inspired by her travels to the far east. This collection explores the natural beauty seen in the regions of Indonesia from the volcanic mountains, iconic rice paddies, to the twists and curves of their white sandy beaches and coral reefs. The collection is filled with layers of texture, while effortless and relaxed. The Bali Beach Collection has a light and airy zen feel, using inky shades of blue mixed with sustainable touches. There is an organic softness to this decor that has a fresh approach to coastal decor.



Traditional patterns are updated in monochrome tones that are accented with black, offering a sleek and stylish way to add that handcrafted pattern and texture to home textiles. Geometric designs, velvet appliques, and metallic embroidered repeats come in shades of blush, blue & black and white. The collection has an on going direction of mixing and matching influences from different cultures that are updated with compositions that are more organised.

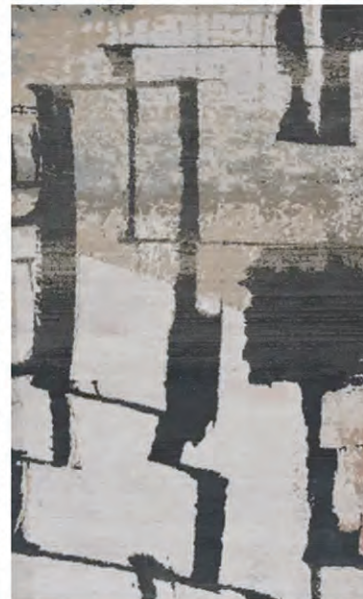
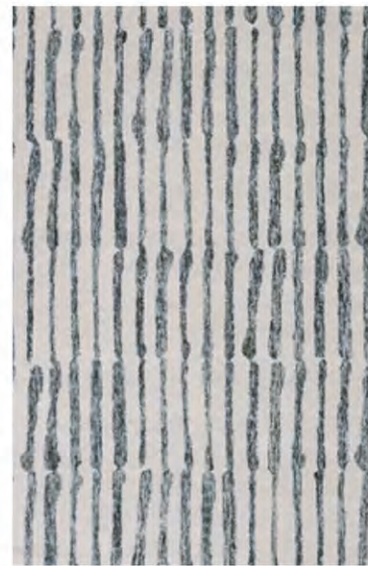
TEXTILES

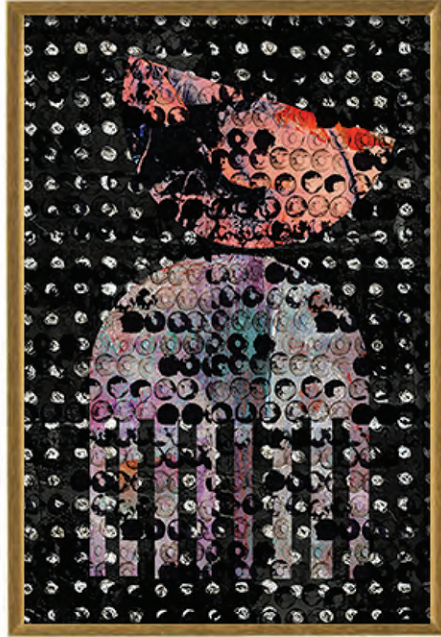


JAIPUR LIVING

RUGS + TEXTILES

Nikki Chu's line for Jaipur is called "MODERN GLOBALISM." A sublime mix of global, ethnic and traditional motifs, that have been simplified to create hand drawn geometric patterns. The collection works seamlessly with any decor or style. Linen pillows with metallic embroidery and unusual fiber mixing, create a refreshing breeze of contemporary for the home.





METALLIC INK - GEOMETRIC SERIES

Nikki's collection of wall decor — titled **Metallic Ink The Geometry Series**, is a line of stylishly framed collages, abstracts on canvas and water color art. Offering a wide selection of designs, large scale formats and layered metallic foils.



BEDDING COLLECTION



ALYNN GEOMETRIC



SHIRA



LYON OMBRE



BALI GEOMETRIC

BASIC BEDDING COLLECTION



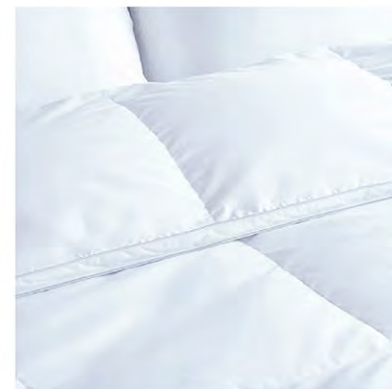
LAYLA COMFORTER



WHITE DOWN PILLOW COLOR: SOFT CLAY



WHITE GOOSE DOWN PILLOW COLOR: WHITE





isted her friend and interior designer Nikki Chu to decorate her new home. Chu filled the pad with glamorous furnishings from Z Gallerie and worked with One Kings Lane to select an array of artwork
 J.K. Rorres

CELEBRITY STYLE

La La Anthony Shares Her Favorite Moments Inside Her New Brooklyn Brownstone

Decorator Nikki Chu worked with Z Gallerie and One Kings Lane to fill the pad with colorful, feminine furniture and art

AD

ARCHITECTURAL DIGEST

NIKKI CHU FEATURED IN AD

In order to create that kind of sanctuary for herself and her teenage son, Kiyen, La La teamed up with Z Gallerie, One Kings Lane, and decorator Nikki Chu to curate a living space that is a mix of soft femininity, Brooklyn edge, and comfortable communal spaces for hosting her large family.

"I really wanted to create a space for La La that was colorful, feminine, and chic," says Chu.

PRO TIP: Wallpaper is a great way to set the color palette for any room. This soft pastel print helps accentuate the more neutral furniture in the room while making a major statement.

TEEN DREAM BEDROOM



"In Kiyen's room, it was all about creating a space he could grow into," Chu says. She achieved this with a fun wallpaper, the Marabella nightstand, Porter Low Leather Bed, and fun accents like the Celeste Boxes, One Kings Lane's 6-pc Contemporary Gallery Wall, and NY Statue by Soicher Marin. Creative direction by Margaux Keres





Nicole Ari Parker stars on *And Just Like That...* New episodes hit HBO Max on Thursdays. Photo: Erin Kunkel

CELEBRITY STYLE

Step Inside Nicole Ari Parker and Boris Kodjoe's New York Pied-À-Terre

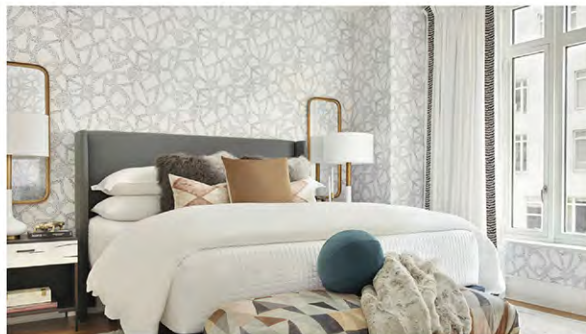
When her role on *And Just Like That...* brought them back to the East Coast part-time, the couple picked up a place on Central Park West

AD
ARCHITECTURAL DIGEST

NIKKI CHU FEATURED IN AD

For Parker, the feeling of comfort, calm, and love is important, so she enlisted her dear friend, celebrity interior designer, author, artist, and entrepreneur Nikki Chu, along with ZGallerie and One Kings Lane to decorate. "I surrendered to everything partially because it was Nikki, and I love her style, she's a true artist," Parker says.

Chu's Decor Tips



The primary bedroom wallpaper is from Nikki Chu's own line for RoomMates. The Kelly Wingback bed from One King's Lane is topped with Cora bedding from Z Gallerie. Photo: Erin Kunkel





BRAND PARTNERSHIPS

As a highly regarded interior and product designer & known trendsetter, Chu has collaborated with several of the top names and corporations. She filled a void in the market by designing everyday, functional, yet aspirational fashion accessories for NFL Women, Brand Jordan, Fox Racing and Creative Recreation Shoes. Due to her overwhelming success and following, she is highly sought after and has since engaged in special projects and cross-branding opportunities with Disney Home, Pier 1 (Design Expert), XBOX and Moet & Chandon. Her latest collaboration with PEPSI COLA is one of the most unique. Creating an entire decor line collection based on 100 years of their advertising archives. The line consists of over 45 items - titled "Pepsi Pop Life by Nikki Chu."



INFLUENCER PARTNERSHIPS



With over 75k dedicated followers, Nikki has partnered with some of the largest brands as a social media influencer and interior designer to create "how to videos" and reels highlighting newly available products.


JENNAIR®

ANN SACKS.


Puffy

THE BOLD LOOK
OF **KOHLER®**

THE
SHADE
STORE

 **The Tile Shop**

EMTEK®
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