



Left: Jo and her two daughters Romy and Nico. Right: Jo by the fireplace in her London home. Below: A peek of Jo's home office.



From left: Jo Berryman and family at her wedding ceremony. Some of Jo's projects that were featured in magazines and online: 42 Acres Retreat (left) and Architectural Mews House in London (right).

is everything and I apply it to schemes with giddy abandon. If I were to distill the aesthetic into words, it would be 'irreverently functional' and 'futuristically classic.' I believe that spaces should evolve and grow with you—static homes are dull ones. My style reflects this: It's changeable, dynamic, and regularly shifts with the seasons."

**On the challenges she faced:** "A startup in any creative field is a huge risk. Since it's so competitive, I somehow developed a serious case of imposter syndrome. I literally broke into a cold sweat at the prospect of presenting my ideas to clients. Mindfulness techniques and exercise helped ground and cement my belief in my capabilities. Now I'd happily talk about what I do and how I do it, in front of a paid audience."

**On who inspires her every day:** "My daughters are my heart. I endeavor to lead by example daily. Running a business and having passion for what I do is significant messaging for my girls."

**On her definition of success:** "Success is not about financial gain or celebrity. It's about balance and authenticity. A successful life is one lived wholly and authentically."

**On what's next:** "A wave of exciting high-end, residential properties in London and L.A.; an iconic, listed, Georgian building in Cavendish Square; some interesting textile collaborations; and I'm also developing a book idea."

**On what it takes to make it in London:** "London is an unfathomable metropolis at the best of times, which means competition is fierce yet opportunities are plentiful. In order to stand out you don't necessarily have to be the best but you do have to be distinctive. Many work hard and have the skills to design by numbers but few are authentic. This takes courage." ■



## IN VIVID COLOR

London-based fashion girl-turned-interior decorator Joanna Berryman shows how authenticity and heart make a big difference in the design field

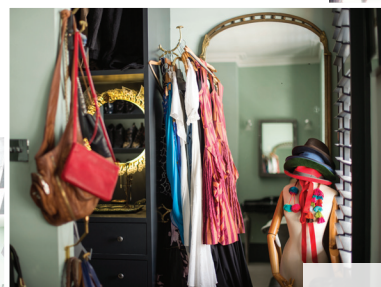


AS TOLD TO ANZENNE ROBLE  
PHOTOGRAPHS COURTESY OF JOANNA BERRYMAN

## JO'S WORKWEAR WARDROBE ESSENTIALS



A look inside Jo's closet will show you a variety of bohemian chic pieces from earth tones to wild splashes of colors and prints.



**A Maxi dress by Etro.** I'm a hippy at heart and will jump at any opportunity to channel Stevie Nicks.

**Black leather 'Perfecto' Biker jacket by Balenciaga.** Because every woman

needs a faithful leather jacket. Mine is beautifully cracked and buttery.

**Weathered brothel creepers by Robert Clergerie.** A practical yet whimsical shoe that sums up my style

perfectly. I need a shoe to pound those pavements with, long gone are the days of teetering around in heels.

**Hat.** A Maison Michel Fedora in the winter or a classic Panama in the summer.