

Jill Martin's New G.I.L.I Home Collection Is Chic And Affordable

by Bethany Braun-Silva



Jill Martin is a contributor on NBC's *TODAY* show and is known for her “Ambush Makeover” and “Steals and Deals” segments. She’s also a designer and recently launched a new home collection with QVC called G.I.L.I. (Got It. Love It.), of which she is Creative Director. The line has everything including towels, throws, serving trays and even a collection of fun summer floats. And while the collection *is* fun, it’s also affordable, which was so important to the television personality. “Asking people to bring these items into their home is a huge responsibility and it’s a big thing to ask. I feel I have a huge responsibility and I take it very seriously,” she told [Parenting.com](https://www.parenting.com) EXCLUSIVELY. “When I was decorating my first home anything I wanted to buy was ridiculously expensive and not the aesthetic that I wanted, so I decided to create it. Comfy, cozy casual, inviting and never be intimidating but beautiful at the same time and I wanted it to be affordable.” And it is all of those things! Check out our interview with Jill and a few of our favorite items from the G.I.L.I Home collection, below.

What was the inspiration behind the new home collection?

“The collection really reflects what I’m about. I believe that everything you bring into

your home should be something that makes you feel happy, that brings love into your home. Your doormat is the first thing people see when they walk up to your house and it says a lot about you. Mine is inviting, bright, happy, it says a lot about how I want someone to feel when they enter my home.”

Why was it so important for you to make this line affordable?

“I don’t think that just because something is expensive, it equates to something being better. I wanted everybody to be able to create a space that you’re proud of and that brings happiness and comfort and an ease and I feel like every item in this line does that.”

Do you have fashion tips for women who are looking to up their style game?

“The best way to up your game fashion-wise, is to first, cleanse your closet. 75% of what we have in our closets we don’t wear, which means we only wear a quarter, which is a staggering number. When you keep it simple, it makes it really easy to get dressed in the morning. So if you open your closet and there are 25 items that you love and it’s neatly organized with only items you love and make you feel confident you’ll feel so much better about yourself. The second thing is to remember, trends are suggestions. I’ve never been a trend follower. Be confident in what you feel good in, not what other people are telling you what to wear.”

Do you have a favorite piece from the collection?

“The palm tree print for right now, just because it’s summer and it’s happy. I wanted it to be a staple because i think it evokes this feeling of old Hollywood and happiness and green is a really happy, bright color! So the palm tree print items are what I’m really excited about!”



1 of 5 Image Credits: [QVC](#)

G.I.L.I. by Jill Martin X FUNBOY Printed Lips Oversized Float

Price:\$62.00

[Buy Now](#)

This fun float is part of a collaboration with FUNBOY and features that fun palm-print Jill was raving about. It measures approximately 70" x 47" and is perfect for lounging in the pool in style.



2 of 5 Image Credits: [QVC](#)

G.I.L.I. by Jill Martin 5.3' x 7.3' Animal Print Area Rug

Price: \$194.00

[Buy Now](#)

Animal print is the new neutral with these stylish [rugs](#). They come in beige leopard, light and dark alligator print and grey leopard.



3 of 5 Image Credits: [QVC](#)

G.I.L.I. by Jill Martin 11

Price:\$44.00

[Buy Now](#)

This serving tray is great to use at parties or for everyday on your dining room table or kitchen counter. It comes in three chic designs including palm print, zebra and navy tropical.



G.I.L.I. by Jill Martin X Venus Et Fleur Custom Square Roses Box

Price:\$90.00

[Buy Now](#)

Nothing spruces up a home more than fresh flowers, and these last an entire year! Part of a collaboration with Venus et Fleur, these roses come in a stylish box and smell amazing. You can choose from red, white, pink or champagne roses.



5 of 5 Image Credits: [QVC](#)

G.I.L.I. by Jill Martin Set of 2 Printed Velvet Pillows

Price:\$47.00

[Buy Now](#)

These soft, velvet pillows provide just the right amount of comfort and edge to your home. The set includes decorative pillow with a fun skull print and matching square pillow.