

PRESS PACK

BY CAPRICE
— HOME —





CAPRICE BOURRET

SUPERMODEL AND ENTREPRENEUR

By Caprice was founded in 2006 by businesswomen, model and actress, Caprice Bourret. Caprice knew her modelling days had a limited life span, and when she reached her 30's she had to come up with a plan B. Using the money she earned from shooting covers, fronting campaigns, appearing in West End productions and various TV shows worldwide, Caprice was able to self-fund the business, in the hope of creating a brand and a company that she could one day pass on to her family. She wanted to create a business that embodied what she felt strongly about; making women feel empowered, sexy and feminine.

OUR STORY

In 2001 Caprice partnered with Debenhams - one of Britain's leading department stores and launched her own range of licensed lingerie. The collection, designed and modelled by Caprice was an instant success, and won the model the accolade of 'Queen of the Undieworld' by the UK press. This was the perfect springboard towards launching her very own line of products, and it culminated in the launch of By Caprice Lingerie, designed, modelled and marketed by Caprice herself.

Within two years, Caprice had partnered with Very.co.uk to launch an exclusive By Caprice bedding range, and today this is the company's ultimate focus. It is now sold all over the the UK and globally, with big brands such as Next, Grattans/Freemans, Wayfair and numerous independents and is seen on the beds of many celebrities, as well as gracing the covers of magazines and on TV. This is by no means the end of the story. Watch this space as we have some very exciting news coming soon.



BY CAPRICE
— HOME —

HELLO!

Dancing on Ice star Caprice launches luxurious new homeware collection

The model has released the By Caprice Home SS20
collection



The collection is available at Next and Apple Tree Living



Caprice has launched her new By Caprice Home bedding collection



© By Caprice Home

+16
View gallery

Relationship: Caprice Bourret has been using the second coronavirus lockdown to enjoy more romantic time with her husband Ty Comfort

EXCLUSIVE: Caprice poses for a sizzling home shoot as she 'passes time in lockdown by getting busy between the sheets with her husband'

By SEAN O'GRADY FOR MAILONLINE

PUBLISHED: 16:02, 9 November 2020 | UPDATED: 16:25, 9 November 2020

The model looked incredible as she posed for a stunning photoshoot for her autumn/winter home collection By Caprice Home as she launched her latest bedding range.



© By Caprice Home

+16
View gallery

Wow: The model looked incredible as she posed for a stunning photoshoot for her new autumn/winter home collection By Caprice Home as she launched her latest bedding range



© By Caprice Bourret

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View gallery



© By Caprice Bourret

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View gallery

The source added: 'She loved spending time with her hubby during the last lockdown and they plan to have a date night a minimum three times a week! If they can fit in more they will!'

In another snap, Caprice went completely naked and wrapped herself up in her By Caprice Home Loren velvet cross-stitched throw as she cheekily laughed and smiled at the camera.

Speaking about the launch, she said: 'My home range is known for its glamour, design, originality and high quality.'

'This season exudes Hollywood glamour with a modern twist which is reflected in each stunning style'.



Glamour: Caprice showcased her jaw-dropping figure as she donned a series of head-turning outfits for the shoot



Stunning: Caprice wore a light palette of makeup for the photoshoot and styled her platinum blonde tresses into loose waves.



She added: 'This season exudes Hollywood glamour with a modern twist which is reflected in each stunning style'.



Range: Speaking about the launch, she said: 'My home range is known for its glamour, design, originality and high quality.'



Design: The collection features grey, pink and soft metallic hues with shimmering embellishments, sequins and textures.



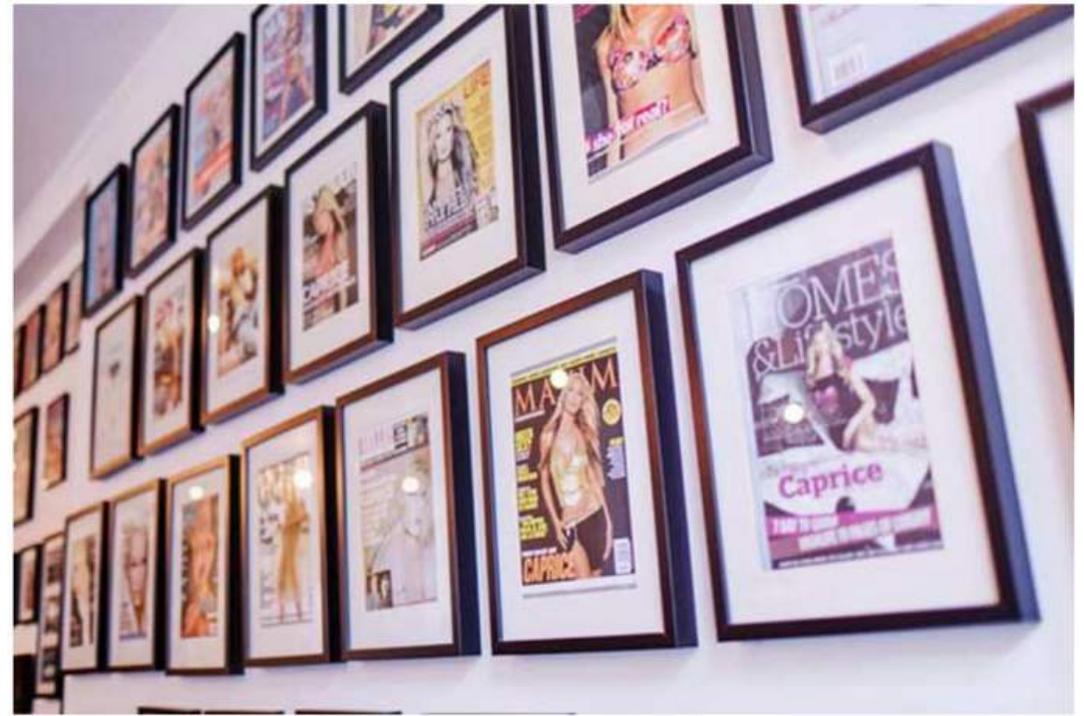
HELLO!

Dancing On Ice's Caprice's home belongs in a Hollywood movie

The model has released her By Caprice Home
AW20 collection



Caprice might be one of the most photographed women in the world with over 350 magazine covers under her belt, but the model also has interiors in her blood. *Dancing On Ice* star Caprice's mother is an acclaimed interior designer based in LA, and Caprice has now launched the AW20 range of her **By Caprice Home** label. The campaign was shot inside of Caprice's incredible property which she recently transformed in Notting Hill, where she lives with her husband Ty Comfort and her sons Jett and Jax.





24 DAILY STAR, Monday, November 9, 2020

TV PAL IS CHRIS STRAIGHT MAN

AUTUMNWATCH viewers were left blushing when host Chris Packham raised a stiff question live on air. Packham, asked his co-presenter Iolo Williams: "It is always important to stay straight at the point of entry, isn't it?" Williams stifled a laugh at the sexual reference, before replying: "It is indeed, Chris. It is indeed." Packham was

■ **By TOM BEEFORD** telling viewers how greedy gannets stiffen their necks before diving into the sea at 60mph to feed. But the cheeky presenter could not resist putting Iolo on the spot. Viewer Amanda Thomas, 59, of Cardiff, said: "The poor bloke was lost for words for a moment, before he gave a little laugh."



JOKER: Packham

Our secret cash & debt

FOUR in 10 people keep finances such as a credit card, loan or savings secret from family and friends. Money and Pensions Service research also found that 25 to 34 is the most secretive age group.

Big Issue's ebike plan

THE Big Issue is launching an electric bike rental scheme to help create jobs. The organisation's joint venture with Norwegian company ShareBike, will be rolled out across the UK in the new year.

NEWLYWED MODEL AND ACTRESS REVEALS LOCKDOWN SECRETS

Boom time in the bedroom for Caprice



FUN TIME: Caprice and husband Ty love lockdown



I make a real effort – it makes me feel good!

BRAND: Caprice has her own homeware collection at several big stores

By NADINE LINGE

CAPRICE Bourret's husband is one of the few people enjoying England's latest lockdown – as it means more time in the bedroom with the sexy star. The model and businesswoman used the last lockdown to boost her sex life with Ty Burrett, so he was thrilled when round two was announced. Caprice, who wed Ty last year after dating since 2011, says: "My husband is so excited about lockdown two! There were big celebrations in the Caprice and Ty house, trust me! It's the way to get my frustrations out."

"It's very easy for us all to get complacent so I put on a nice dress, I do my hair and make-up and I do date night with my husband – in our house, after the kids are asleep. "We have dinner and a bottle of wine and you know what comes next!" "I make a real effort and it's fun, it makes me feel good. So here we go again, lots of date nights, lots of getting dressed up."

"It's been quite a year for the California-born star, who became one of the few voices of reason in Britain's handling of the pandemic. In March, she was relentlessly trolled and criticised after an appearance on the Jeremy Vine show in which she suggested a lockdown and that we should tell people to wear masks. But in what's been dubbed the "Caprice effect" she was proven to be talking more sense than government advisers. Caprice, 49, says: "All I did was look at other

countries that were keeping the virus under control such as Taiwan and Singapore – what were they doing? I think it's common sense. "But I got completely annihilated. I don't envy Boris but I think there have been some bad decisions made. "And no-one is communicating, which is more frustrating than anything. "They are making these decisions and not telling us why. Things like the 10pm curfew don't make sense – why did you do that? "Everyone just went back to people's houses. Wouldn't it make more sense to keep

restaurants open because they have to adhere to restrictions or face fines and shutdowns? "I feel like they keep on throwing sht against the wall and try to figure out what is going to stick." "So after predicting the future back in March, what does Caprice think will happen next? "I do think we're going to be on house arrest for longer than the next month," she says. "I knew we were going into lockdown. I just wish they'd done it earlier. "The problem is they are reacting too slowly to everything and it's impacting so much economically. "But this is the card we've

been dealt so we just have to get on with it, put a smile on our faces, clean out our houses again and think of new things to do." One bright spot is the blonde's homeware collection By Caprice – seen here in our pictures – which has enjoyed booming sales. She says: "It's a scary time right now but we've been doing exceptionally well. "During lockdown it was one of our biggest and best seasons – I suppose everyone is at home, they want to make a change, so the first thing is the bedroom."

Caprice is also starting in two upcoming Christmas films. The Gift, in which she sings, airs on Amazon Prime later this month. The other, Christmas In The Castle, is for the Lifetime channel in the States. She was attracted to these "feelgood" projects after a troubled stint on Dancing On Ice this year where she left the show after split-

ting with dance partner Hamish Gaman, left, saying their relationship was "unworkable". "I don't want to do any more toxic TV," says Caprice. "We have enough toxicity in this world. I only want to make people feel good. "The Gift is really great for the kids, they will love it. I play the good fairy Kate and I'm singing in it, there's dancing, it's almost like a pantomime. "It's about these two little girls who have lost their father and they need to find a very special gift for their mum. "I was rusty around the edges singing though. Let's put it this way – we had to do about 50 takes. "Her luxury holiday home in Ibiza will also be seen on an upcoming episode of Cribs, the series in which celebs show viewers around their houses. She laughs: "I love that show! We filmed in

the summer and I was in a bikini at almost 50! You get to know someone a bit more when you see where they live – it's their style and personality." The star also deleted her Twitter account after being trolled in the wake of Dancing On Ice, and she has no intention of reviving it. "I just don't want to give those trolls a platform any more," she says. "I don't want to support Twitter so I'm not going to be activating my account any time soon. "The world is full of hate. It is a scary place and, right now, it's all about kindness and positivity."

■ **By Caprice Home** is available from major retailers including very.co.uk, next.co.uk and wayfair.co.uk.

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Showbiz > Celebrity

CAPRICE CARES Caprice, 49, looks tickled pink as she vows to help NHS frontline heroes

Sophie Donovan

2:09, 16 Nov 2020 | Updated: 2:10, 16 Nov 2020

She vowed to donate a portion of the brand's profits to our NHS Who Cares Wins appeal Credit: CAPRICE AT HOME

CAPRICE Bourret looks ready for bed – as she vows to help our Covid NHS frontline heroes.

The US model, 49, is seen clutching some of her latest homeware material from By Caprice Home.



BY CAPRICE
— HOME —

CAPRICE BOURRET
Supermodel and Entrepreneur

BUSINESSWOMAN OF THE MONTH

THE WORLD'S MOST PHOTOGRAPHED WOMAN WITH OVER 350 MAGAZINE COVERS TO HER NAME

Brands take hard work and determination to become successful; with many often failing. With some celebrity businesses having struggled to survive, one inspirational model turned businesswoman bucking that trend is Caprice Bourret.

American born Caprice moved to London to further her modelling career and by the age of 21 had made her first million. Caprice has had a hugely successful career to date, from landing her first front cover with Vogue Magazine and becoming one of the world's most photographed women with over 350 magazine covers to her name.

By the time Caprice was 35, she decided to reinvent her career and went from a sought after model in the 1990s to become a hugely successful entrepreneur and CEO "I knew that the modelling side of things wouldn't last forever, I was in my mid-thirties and that is like one foot in the grave regardless of how successful you are so I knew I had to think of plan B".

But having launched her lifestyle empire over 10 years ago, today, the award-winning entrepreneur is known for her business acumen having built up 'By Caprice' entirely on her own. Caprice credits her mom as a fundamental influence on her life who is a successful interior designer based in California "mom was quite the entrepreneur and I grew up with this strong presence in my life. At home she was so loving and nurturing, but at work she was a bulldog". 'By Caprice Home' is known for its glamour, design, new techniques, originality and high quality. Caprice has landed some of the biggest retailers, having struggled with stereotypes in the early days "I have been subjected to stereotypes in the past and over the last decade of running 'By Caprice Products'

Today Caprice's beautiful range is stocked in Dunelm, Next, Very.co.uk in the UK and Bed, Bath and Beyond in the USA.

Caprice tells us about her global expansion plans and how partnering with the biggest name in the textiles bedding market (Sadaqat) has enabled her to launch in multiple territories over the next 18 months. From August 2019



This month the businesswoman, philanthropist and CEO launches 'By Caprice Home' in Dubai

I have had to prove myself in business over and over again. Not many people believed in the brand's abilities but slowly I proved the "numbers" and more stockists began to buy into the brand. This is not saying retail is easy. Anyone working in retail knows how tough it can be".

'By Caprice Home' will be available in Dwell Stores with The Dubai Mall leading the retail launch "It is a dream to launch my brand in Dubai. It is so amazing that retailers are coming to me from around the globe. I am a huge fan of Dwell and honored to be stocking my home line in their stores. We are looking forward to growing our brand presence here in Dubai".

This season is all about decadence and sparkles and the collection comprises of matching bedding sets including duvets, pillowcases, cushions, runners and curtains. Best-selling lines include Princess, Lorretta and Fiya.

www.bycapricehome.com

Caprice Bourret dazzles in a plunging sequinned dress while launching her latest bedding range... as she moves on from Dancing On Ice drama

By NIOMI HARRIS and CHARLOTTE DEAN FOR MAILONLINE

PUBLISHED: 01:28, 7 February 2020 | UPDATED: 01:42, 7 February 2020





Home > News > Middle East News



Caprice debuts her homewares range

12/08/2019



By Caprice Home's Middle East launch follows Caprice's unveiling of her retail strategy last year. International supermodel and businesswoman Caprice Bourret has debuted her homewares range in Dubai.





Supermodel Caprice debuts her homewares range in Dubai

By Alicia
Buller

SHARE



By Caprice Home's Middle East launch follows Caprice's unveiling of her retail strategy last year



International supermodel and businesswoman Caprice Bourret has debuted her homewares range in Dubai.

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UAE retail giant launches first hybrid digital food hall in Dubai, more to follow

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Grocery retail giant Spinneys eyes Saudi debut after partnership deal

a beautiful space

Home » [An exclusive interview with Caprice about her By Caprice Home range](#)

JULY 15, 2019 / BLOG

An exclusive interview with Caprice about her By Caprice Home range



How and why did you get into home décor and design?

It was a natural extension to the brand. I spotted a gap in the market and no one was doing glam homewear. It has been a huge success and this is the reason why I have decided to link up with my licensing partners. They are helping take my brand to the next level. In business to evolve you need to know your limitations and to go global and be able to fulfil worldwide orders I needed to partner up with the best.

Sadaqat are by far the leaders in textiles!



BY CAPRICE

— HOME —

I was so excited to interview Caprice and ask her some questions about her at home range. By Caprice Home is now available now via major retailers including www.dunelm.com It is a gorgeous, luxurious range and

How and why did you get into home décor and design?

It was a natural extension to the brand. I spotted a gap in the market and no one was doing glam homewear. It has been a huge success and this is the reason why I have decided to link up with my licensing partners. They are helping take my brand to the next level. In business to evolve you need to know your limitations and to go global and be able to fulfil worldwide orders. I needed to partner up with the best. Sadaqat are by far the leaders in textiles!



Out of your By Caprice bedding range what is your favourite piece?

Hmm..hard to say as all the pieces are so beautiful but one of my personal favourites is the *By Caprice Freya* in taupe. It has these exquisite seashell outlined in tiny sequins and it adds a luxurious touch instantly. It is perfect for the summer months!

Loving your home collection it is very glitzy! What inspired you?

Ahh thank you! We have a whole team of designers that create something unique for our customers. I am obsessed with sales figures and study them weekly to see what our customers are loving. Then we give the customer more of what they want.

This season you can find lots of twinkling sequins and intrinsic designs.

What exciting projects are you working on at the moment?

I have started acting again and I have just wrapped up an exciting film. I can't wait to share more!

I am also going to be doing a fun reality show on Channel 5 in August....

On the By Caprice Home brand side, we are busy planning a number of worldwide launches including USA and Dubai.

What are your top 3 tips for a beautiful bedroom?

1. Indulge in luxurious linens and fabrics. There's nothing that adds comfort to a bedroom like beautiful linens. Add other sensual feeling fabrics through the bedroom with a soft throw on the arm of a reading chair, or add textured wall coverings, or add plush floor coverings.
2. Cushions, cushions and cushions. You can't have enough layering, it adds warmth and depth to your space
3. The right sized furniture is key - when buying bedroom furniture be practical and start out with a floor plan and look at your measurements. Don't be tempted to go to Ikea and hope for the best... we've all done it and realised the cupboards and bedside tables do not fit! Furniture should fit the room it lives in and this is essential for bedroom furniture. Bear in mind the height of your room as well; you could opt for a tall headboard to optimise the space for example.

What has been the highlight of your career?

There are so many highs and lows. I would say being asked to attend the MTV Music Awards and present an award with Steven Tyler was a 'pinch me' moment. It was so much fun!

Do you have any advice for creating a beautiful home?

Try my top tips!

GALLERY WALL

Freshen up your home with a feature wall collage - anything from family photos to cute picture frames. You can buy cheaply from a high street store or from your local market. You can suit to taste and add hints of the season to add those spring, summer, autumnal or winter tones. Never fails everytime. This can work in multiple rooms of your home but I advise sticking to two rooms maximum otherwise it can look cluttered. Trust me you will get lots of compliments.



11/07/2019 · WATC Admin Team · Inspirational Female Entrepreneurs, Latest on WATC

Inspirational Woman: Caprice Bourret | Businesswoman, model & actress

[Home](#) > [Inspirational Profiles](#) > [Inspirational Female Entrepreneurs](#) > [Inspirational Woman: Caprice Bourret | Businesswoman, model & actress](#)



Caprice uses her own success and life experiences to empower and inspire through motivational talks she gives to college students, entrepreneurs and CEOs.



Tell us a bit about yourself, background and your current role

I'm Caprice –I moved to London from LA over 20 years ago. I started my career as a model and had the time of my life flying all around the world on glamorous photoshoots. I earned my first million at 21 and one of my most memorable moments was presenting an award at the MTV Music Awards in Rotterdam!

What has been your biggest achievement to date?

Without a doubt my children. I am a very proud Mom!

What one thing do you believe has been a major factor in you achieving success?

I believe the harder you work, the luckier you get. When you get knocked down, get back up. You will get knocked down so much but your success is not giving in and getting back up. Keep your focus on the goal!

How do you feel about mentoring? Have you mentored anyone or are you someone's mentee?

I think mentoring is fantastic and boy do I wish I had had a mentor. I find a lot of people are quite closed books and don't give their secrets away or want to help upcoming talent be successful. I say we should be more open to encouraging and guiding the next generation and our peers. I want to definitely do more one-to-one mentoring in the future. Sometimes it can be the little things that make the most difference to people lives, for example, last week, I took an opportunity at a social engagement to recommend someone to a big company boss and cheekily told them they need to give my contact a job! Guess what? They have an interview!

If you could change one thing to accelerate the pace of change for Gender Parity, what would it be?

I believe total transparency would be really beneficial. In terms of gender pay gap particularly, women should be earning the exact same as men for the same job, it is just not acceptable in today's world. We always seem to be on the back foot. We need to keep having these conversations and challenging pay and pushing for those top business positions!

If you could give one piece of advice to your younger self what would it be?

Don't stress so much, it does more harm than good.

What is your next challenge and what are you hoping to achieve in the future?

Over the next 12-18 months we are working on a retail strategy to grow By Caprice globally. We have just landed Bed Bath and Beyond in the States which is super exciting!

Take a Break



Turn your bedroom into a haven



Spring is the ideal time to give your home a revamp, so we've got a special treat for you this month. We've teamed up with By Caprice Home and Dunelm to offer one lucky reader a glamorous bedroom makeover worth £1000. If

you can crack our puzzle, you'll win a boudoir fit for a princess with this stunning duvet set from Caprice's new range, available exclusively at Dunelm. By Caprice Home was founded by supermodel turned businesswoman, Caprice Bourret, and is crafted from the finest materials, combining glamour and striking designs. The

Princess Duvet is adorned with stunning white sequins, and features bold silver stripes with matching pillowcases for a fairy-tale feel. Why not mix with colourful cushions in velvet and silk to give your room an added touch of luxe? To complement the duvet set, our winner will also walk away with a set of bedroom furniture from Dunelm's stunning Fitzgerald Collection, featuring a stylish and contemporary mirrored design.

As Caprice says: 'Everyone needs a little glamour in their lives and my bedding range will turn your resting space into a beautiful haven.' For more information visit dunelm.com

• Our prize is for one winner and cannot be used in conjunction with any other offer or code.



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Down	Across								
1	2	3	4	5	6	7	8	9	10
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1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10

HOW TO ENTER From the top, fill the letters in the yellow squares for the winning word. Enter by post, phone, text or online — see page 81.

Caprice, 47, displays her sensational figure in plunging yellow midi dress as she launches new bedding range



© Andy Barnes / BACKGRID



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Day 13 - Body advent calendar competition 2018



THE CONFIDENTIALS 13 December 2018

WIN - a By Caprice luxury double duvet and pillow cases (worth £79)

CRAWLING into a warm cosy bed at the end of a hard day is one of the nicest feelings in the world, especially during winter. And since everyone loves glitter in the run up to Christmas, [By Caprice Home](#) is offering a silver-lined Jasmine double duvet (RRP £49), two pillowcases (RRP £30) and a throw to add some festive sparkle to your bedroom.

Founded by supermodel, actress, CEO and noughties 'It Girl' Caprice Bourret, the homeware brand is known for stylish, quality products, that add a touch of high-end glamour to your home with a vast range of bedding collections.

Your winter bedroom scheme is not complete until you whack out your Christmas bedding, so why not set the tone for the new year with this glamorous duvet.

To enter the competition, please [Login](#) or [Register](#).

End Date -
31st December 2018

Caprice, 47, shows off her incredibly toned figure in tight white mini dress and thigh-high boots ahead of inspirational business speech

By NATASHA PATEL FOR MAILONLINE

PUBLISHED: 17:11 GMT, 14 November 2018 | UPDATED: 17:21 GMT, 14 November 2018



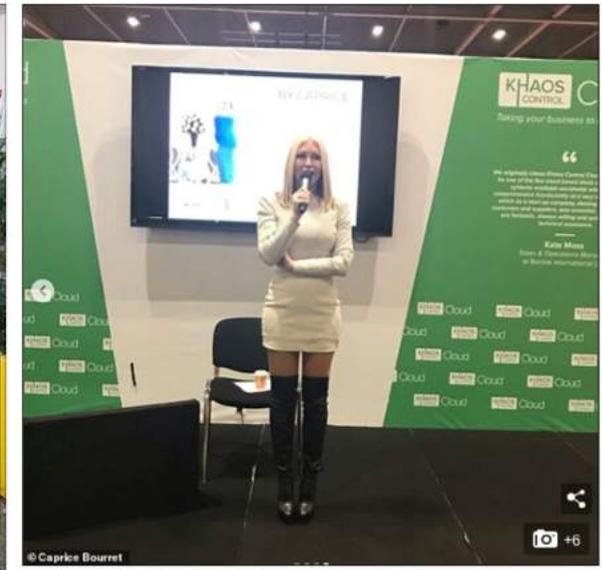
Supermodel turned businesswoman Caprice Bourret looked sensational as she stepped out wearing a tight white mini dress on Wednesday.

The mother-of-two, 47, posed for snaps ahead of taking to the stage at The Business Show's 40th anniversary to give a keynote speech.

She rocked a figure hugging long-sleeved tight white dress which showed off her toned figure.



© Andy Barber / BACKGRID
Vision in white: Supermodel turned businesswoman Caprice Bourret looked sensational as she stepped out in London in a tight white dress and thigh-high boots on Wednesday



© Caprice Bourret
Speaking out: The model is focused on being a doting mother to her sons and is raising awareness for charity Brain Tumour Research

Kingsley Hamilton Estates presents

ART OF LIVING

Autumn/Winter 2018

A palace in the sky
Behind the doors of the Shangri-La Hotel in London

Let it roar
The latest fashion trends

'Tis the season
Everything you need for the festive period

The model touch
An interview with Caprice Bourret



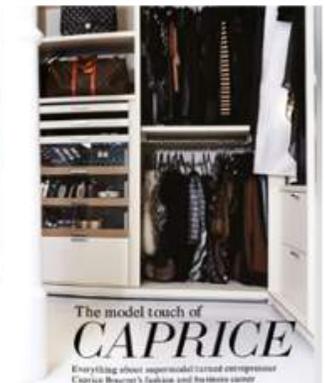
Letter from the EDITOR

With the season rapidly behind us, it's time to take another look at the festive season. Through us will, naturally, see the longer evenings of their dining and more festive than we've ever had about these national tables, the very mood of festive feasts, our fun and the slighter make-over on the table top of course the return of people's eyes here.

It's a joy being close to our home base as a girl in the heart of London, and up the top mountains to make the most of the winter weather around the world and share our experiences as well as see the sun. We also explore the top festive and product trends that you should be aware of. With Caprice's first experience, we bring you our top selection of gifts to put a smile on your loved ones' faces.

We've also had forward to some festive experiences. Our ability to experience this year is unparalleled and Caprice Bourret who also is a star for what's for design, but our Morning Hill home and more. We also share on TV and the product of the House of the Year and the House of the Year. Caprice Bourret, one of the UK's top interior design stars, has inspired us with her design. We've also had forward to some festive experiences. Our ability to experience this year is unparalleled and Caprice Bourret who also is a star for what's for design, but our Morning Hill home and more. We also share on TV and the product of the House of the Year and the House of the Year. Caprice Bourret, one of the UK's top interior design stars, has inspired us with her design.

Caprice Bourret
LONDON, ENGLAND



The model touch of CAPRICE
Everything about supermodel turned entrepreneur Caprice Bourret's fashion and fitness career



A London-based supermodel turned entrepreneur, Caprice Bourret has been a household name for her work in the fashion industry. She's also a successful businesswoman, having founded her own fashion brand, Caprice. In this interview, she shares her insights on the fashion industry, her business ventures, and her life as a supermodel.

Q: How do you balance your modeling career with your business ventures?
A: It's a challenge, but I've found that modeling and business can go hand in hand. I've always been a business-minded person, and I've always been interested in fashion. I've always been interested in fashion, and I've always been interested in fashion. I've always been interested in fashion, and I've always been interested in fashion.



Q: What are your top interior design tips?
A: I think the most important thing is to know your own style. I think the most important thing is to know your own style. I think the most important thing is to know your own style. I think the most important thing is to know your own style.



CAPRICE SUPERMODEL TURNED ENTREPRENEUR....



I've had the pleasure of meeting the formidable, yet adorable Caprice on several occasions. She was the generation that turned supermodels into superstars and cleverly invested the vast amounts of money she made into property, buying and flipping for profit with huge success. Her talents don't stop there. By Caprice Home sees her agreeing deals to stock her bedding in several major retailers - deals she does herself. She'll soon be back on Netflix as star of a new series, so between acting, philanthropy and being mum to two gorgeous five-year-old sons, how does Caprice find time for business? In this interview Caprice talks to me about how driven she is now she's a mum to two expensive little kids - which she says whilst laughing - and how you create your own luck. From humble beginnings to surviving a brain tumour, Caprice remains grounded yet determined in all she does; you can't help but be impressed by the woman who is as interesting as she is striking.

Interview by Katie McPhilmey

YOU LOOK INCREDIBLE, WHAT ARE YOUR TOP BEAUTY TIPS?



Let's talk about your By Caprice Home range and your gorgeous bedding; what excites you more, designing the ranges or the behind the scenes business, as you've agreed deals for international distribution and a significant UK deal too?

I have somebody else CAD up the bedding design ideas then I will look at them and inject additional ideas or placements. However, I love the behind the scenes, I love doing the deals. Retail is such a hard space for everyone. There is no discrimination here. So to be making any kind of money in this space is a major achievement.

Your extensive modelling career must be a huge source of inspiration for your designs, you've worn, worked with and been photographed in some of the most coveted designs over the years!

The world of fashion of course inspires me and my designs, because this is who I am and this is who my customer is. What's happening on the runway is our bible.

You are known as one of the most photographed women in the world, with over 350 covers, do you reflect fondly on your modelling career? You were part of a generation of models that were seen more as 'superstars' weren't you?

You know what, I was never the most beautiful girl, or the tallest, or

the skinniest, but I feel blessed every day to have had such a successful career in such a tough industry. Back in my heyday, models weren't just models, we were international superstars. I had so much fun, travelled the world and made money that I would only dream about.

You famously invested your first million in property, a strong business move, were you advised to do that or was that your own initiative?

Through modelling I had a lot of liquidity and decided to invest in property, primarily in government repossessions or distressed situations where they had to sell fast. I had a lot of cash therefore leveraged that to get the good deals and flip it for a profit. This was definitely my idea. My first house, I flipped it and doubled up.

Very impressive!

Very

Impressed

I've met you several times at functions, one of which was a party at the Café de Paris London and despite being the 'star of the show' you swept up to me and complimented me on my outfit and jewellery and we swapped rings to try on! On every occasion that I've met you people have always commented on how down to earth and refreshing you are, do you think that grounded approach to life has played a part in your success?

I don't know, but what I do know is that I'm not from a wealthy or privileged background. I don't believe in luck, I believe the harder you work the luckier you get. I have worked since I was 16 years old and I don't forget where I'm from. I appreciate every success that comes my way and I always wish success for those good people around me.



Being a mom has changed me in every respect. It's taught me patience; it's taught me how to love so deeply and unconditionally; it's taught me sacrifice

MODEL MADE Inside Caprice's amazing house with a swing in the living room, massive walk-in wardrobe and LOTS of sexy self portraits

Her flair for design saw Caprice start her own interiors business and, from the look of her chic London pad, it's not hard to see why she's so in demand



MODEL MADE Inside Caprice's amazing house complete with a lift, swing & sexy self portraits

HER flair for design saw Caprice start her own interiors

MailOnline

Now THAT's a model home! Caprice opens the doors to her Grade II-listed Notting Hill townhouse complete with a HUGE walk-in wardrobe, an indoor swing and PLENTY of photos of herself



EXCLUSIVE The 46-year-old supermodel shares her Victorian townhouse with husband Ty Comfort and two four-year-old boys Jax and Jett. Caprice combines her taste for minimalism along with practicality throughout, with her home featuring plenty of personal accents. Pictured, clockwise from top left, Caprice's living room complete with an indoor swing; her minimalist kitchen featuring a white marble breakfast island; the model's huge walk-in wardrobe and dressing room - home to bags by Chanel, Louis Vuitton, Burberry and Gucci; Her home also houses plenty of modelling shots from the 46-year-old's glory days, including this magazine cover; and inset, a side table gives glimpses of different aspects of the model's life from her modelling days to her life as a mother-of-two - including the footprints of her two boys.

107 comments 1 video 5 shares



MEETING “LADY OF LONDON” CAPRICE BOURRET

Former model, mother, and CEO Caprice Bourret talks creating a lingerie empire and starring on Bravo's new show.

By Kerry Pieri on Jun 9, 2014

Share: [f](#) [t](#) [p](#)

Bravo's answer to the Real Housewives franchise for summer 2014 doesn't include housewives, and it's set across the Atlantic in England. [Ladies of London](#) is just the sort of light yet catty fare Bravo-philes are in search of for summer. With cast members that include a friend of royals born into a dynasty, a former McQueen muse and a Brit It girl with a lingerie brand, the show is also particularly skewed towards the fashion set. BAZAAR sat down with the latter, Caprice Bourret, to get the full story from the Cali-born model, CEO and mother of two who first took Britain by storm by way of a very good Versace dress.

Tell us about your background and rise to London girl-about-town.

I'm from a small California town called Hacienda Heights, and I first went to London in 1995, and then ended up moving there in '96. And it was quite fast when things happened for me. It was about 6 months from the day that I landed. I was sort of thrust into the public eye because I did this little stunt, as we all do somehow [laughter]. I went to the National TV Awards, it's like the Emmys, and at the very last minute I wore quite a risqué Versace gown. It was sort of like the Elizabeth Hurley phenomenon, and then the next day everyone knew who I was—it was literally the next day. I'm from a very small town, I mean I was excited to go to the Olive Garden for dinner, OK? And now I'm having dinners at Buckingham Palace. It's crazy.

> Related Story: [Annabelle Neilson Remembers Alexander McQueen](#)

HOME SWEET HOME

Businesswoman, mum and model Caprice shows us around her beautiful abode...

If there's one word that Caprice Bourret calls to mind, it's glamour. The model-turned-entrepreneur... is one of the most effortlessly glamorous women we've ever met.

Welcoming us into her magnificent London home, the 45-year-old star and busy mum looks fabulous – even when tidying up after her boys, Jett and Jax, both three. And it's not long before she reveals her secret for keeping such a massive space so clean: "I use carpet tiles instead of a fitted wall-to-wall carpet," she says. "So, if one of the boys spills something, I can just replace the mucky tile. How genius is that?"

Very. But this is the woman who's transformed herself from iconic model to savvy businesswoman in just over a decade, so she's no stranger to great ideas. Warm, candid and charmingly funny, we chat with her about her new range, her home and family life...

What is your favourite room?

The living room. I love the high ceilings. You don't often find this kind of space in London. I'm American, and we're used to big, grand rooms. It's a very opulent feeling, yet very homely at the same time. It's a really lived-in house.

How would you describe your interior style?

My house is minimalist. The colour scheme is basic but classically timeless.



Caprice says her interior style is "classically timeless"



Caprice and her well-travelled dining table

We then added key pieces for a little drama – I mean, I have a swing in the middle of my living room! That's a serious statement piece!

What is it that makes a house a 'home' for you?

Pictures, flowers and ambience. I prefer to take photos of a special place rather than collecting souvenirs. And, I love the smell and look of fresh flowers. The third thing is harder to explain, but if you come into my home, you immediately hear the sound of kids playing, which I adore. It's chaotic, but you absolutely feel the love in that busyness!

Which piece of furniture in your house has the most history?

The dining room table I've had for like, 500 years. I just keep repainting it a different colour, it's gone to South Africa, America and now England.

I HAVE A SWING IN THE MIDDLE OF MY LIVING ROOM

Your mother works with interiors, did she influence you?

I've learned everything from my mom – she's a creative genius. I definitely got that creative aspect from her. As well as being business savvy, you need an innate creative sense. But you have to add your original touch. It will come through in a By Caprice product, and I know I have to thank my mom for that.

How do you juggle a successful business with being a mum?

I used to have my office down the road, but a year after I gave birth, I brought it into my home. It works better for me as a mom. It's such a big space that I don't hear the kids when I'm working.

So, you get to spend a lot of time with the kids here at home?

The biggest influence in a child's life is their parents, you see your nature being instilled in them all the time. The boys come into my office and say: "Mommy, I want to work just as hard as you." And they sit there with me and pretend like they're working. It's cute. They also love cleaning and cooking, and even help me put dishes in the dishwasher. It's easy to spoil them, but I wasn't raised like that. I want my kids to be grafters.

What's your workwear style?

A power suit. I do wear a lot of black because I'm a woman, sometimes my weight does fluctuate!



A statement black staircase adds intrigue to her home



This bright, clean space makes the perfect family dining area

What is it that you like to chill out in the most?

My sweats and Leggs. They do have little studs on them – I always have to have a bit of zoosex, you know?

How do you relax with the boys?

We watch The Magic School Bus in my bed together. It's a brilliant science show for kids, but Daddy really detests it!

What beauty products make up the perfect Caprice 'shelfie'?

I love the Declior Phytoperl Exfoliating Cream, but otherwise I'm very much into organic skincare, oils and beauty products. I take fish oil all the time, as do my boys.

Are you very organised at home?

I'm quite anal when it comes to organisation. I have a lot of picture frames, and if the boys move them

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From model to entrepreneur

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Caprice Bourret
From model to entrepreneur

Caprice Bourret is a model and entrepreneur who has built a successful career in the fashion industry. She is the founder of the Caprice brand, which is known for its elegant and sophisticated designs. In this interview, she shares her journey from modeling to entrepreneurship and offers insights into her business and creative process.

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Win! A bedroom makeover, courtesy of By Caprice Home...

Closes 22nd July

One lucky reader is in with the chance to win a bedroom makeover with By Caprice Home!

Add a fresh injection of shimmer and glamour to your boudoir with 'Capri', By Caprice's best-selling rose gold bedding range. By Caprice Home incorporates the finest techniques, glamour and originality. Headed by award winning entrepreneur Caprice Bourret, the range is available from leading stockists including Very.co.uk and LookAgain.co.uk. View the entire range at www.gobycaprice.com.

One winner will receive...

- A double duvet
- 2 pillowcases
- 1 sequin cushion
- 1 decorative cushion.

For your chance to win, fill out the form below. Need a clue with the question? [Click here!](#)



OK!
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PETER ANDRE & EMILY
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'I LOVE EMILY SO MUCH, I DON'T LOOK AT ANYONE ELSE — SHE'S BEAUTIFUL'

EXCLUSIVE: PETE'S BROTHER DANNY'S WEDDING IN CYPRUS

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'IT WAS A DREAM — ANYONE WOULD HAVE THOUGHT IT WAS OUR WEDDING DAY!'

EXCLUSIVE INTERVIEW & PICTURES

INSIDE CAPRICE'S STUNNING NEW HOME
'YOU CAN SWING UP TO THE CHANDELIERS ON THE SWING IN OUR LIVING ROOM!'

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I'D HAVE TEN MORE CHILDREN IF I COULD

EVERY FRIDAY NIGHT I COOK A FEASER AND WE ALL GO ROUND THE TABLE — NO MOBILE PHONES

INSIDE: EXCLUSIVE INTERVIEWS WITH ALL THE X-FACTOR LIVE FINALISTS

EXCLUSIVE INTERVIEW & PICTURES

TY IS ONE OF THE SMARTEST MEN I'VE MET

EXCLUSIVE INTERVIEW & PICTURES

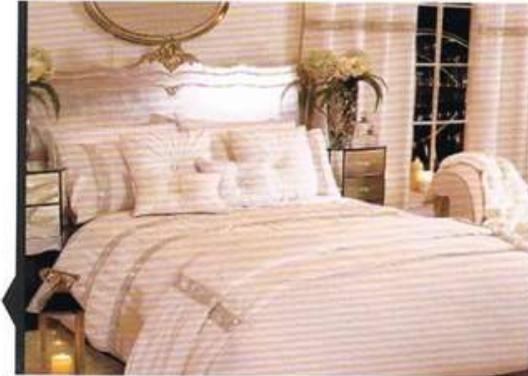
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CAPRICE'S PICK OF BY CAPRICE HOME



By Caprice "Riviera" Home set
"Perfect for the summer. This gorgeous "Perfect for the summer. This gorgeous set adds a touch of sparkle to your bedroom. The white and silver diamante detailing together with the white sheets creates a crisp and luxurious feel"



By Caprice "Sophie" Home set
"Fashionistas will love this stylish and eye-catching bedding set. Made up of delicate floral embroidery on a soft silver satin fabric. This set will add sophistication and glamour to your space"



By Caprice "Gold Butterfly" Home set
"Inspired by nature. This stunning bedding set captures the great outdoors by incorporating intricate gold butterflies. Flecks of metallic yarn are intertwined throughout to add a touch of glamour"

By Caprice Home is available now at House of Fraser, very.co.uk and lookagain.co.uk



Caprice Uncovered

Chatting to entrepreneur Caprice Bourret for five minutes you feel as though you have known her forever. From reading her autobiography (*My Boys, My Body, My Business*) I know she was born and raised in California – and this much is apparent from her drawl – but her conversation is peppered with so many giggles, expletives and apologies for sharing ‘really boring stuff’ that you feel as though you’re having a good old natter at the school gates.

Her charisma aside though, Caprice is someone whose former career as a model and presenter needs no recapitulation. These days you’ll find her as the driving force behind her By Caprice brand or delivering motivational speeches at business events by day and as the committed partner to the man she calls her ‘soulmate’ by night. Every moment in-between is devoted to her children Jax and Jett.

I begin the interview by referencing a photoshoot she did for a national paper last year, where her two sons (one born via a surrogate) looked almost identical.

SM: Are your boys still very similar?

CB: No way! Jax and Jett have different haircuts now; they’re not twins, for godssakes, I don’t treat them like twins, yeah they look similar, they are brothers, I’ve let Jax’ hair grow out and Jett we cut it really short... And you know I never dress them the same. In fact they pick out their own clothes these days...

SM: What sort of things are they into?

CB: They are just starting tennis and music lessons. Jax doesn’t love football, he loves piano, Jett loves football. But I want them to be different.

I ask her if she gets recognised in the supermarket. Caprice laughs like a drain (it’s delightful).

CB: It’s so funny in America I get recognised all the time and it’s like ‘OMG I saw you on TV last night, can I get a picture?’ But in the UK they are more reserved; well unless they’ve had a few drinks...

SM: Have you found being a mother easy?

CB: I’ve found it so easy... The boys get up really early, I make their breakfast and the babysitter comes at nine.

Recalling that she used to be vegan, I ask Caprice what she cooks for the boys.

CB: I’m still a strict veggie, not a vegan anymore, but my kids eat everything except pork and shellfish. They like really different things, Jett likes pizza, lasagne, rich food and Jax will eat really bland food. It’s actually a pain in the backside; last night was crazy, Jax wanted only cucumber and Jett wanted a big slab of lasagne. I never cooked before I had children but now I cook all the time. I was a lousy cook but you know, you don’t want your kids to starve... My mom was an entrepreneur, we had a nanny and she cooked amazing Mexican food.

SM: Is there a catchphrase that your own mother used that you’ve found yourself coming out with?

CB: OMG, the older I get, the more I am turning into my mother, it kills me...

SM: Are you bringing your boys up as Brits or Americans?

CB: The kids are American, we won’t take that away, but their accents are becoming British, they are going to go to school in Britain (*she muses*) I think the British schools are the best in the world...

SM: Do they like to travel?

CB: The kids love to travel, they love the excitement of getting on the airplane, and they love cars – especially Lightning McQueen. I’ve seen that film so many times. OMG when we get desperate to keep them still we give them the iPad, they don’t normally have it, but long haul from LA they get the damn iPad...

We move on to discussing her business. As we speak, the By Caprice Home collection is set to launch, with six bedding sets ready for Valentine’s Day.

| Seven

SM: How do you get your design inspiration (especially as your target audience isn’t necessarily you)?

CB: I started off designing what I like and it was a big fat fail. Now it is very scientific. I get my weekly sales figures and it is all about listening to my customer, tapping in: what does she like, what does she buy and which colours does she prefer? And I hit the shows; two per year in Paris, I access the trends, I see the colours, I adapt...

I ask if the latest venture is her psyche telling her that she’s a homebody now...

CB: It’s my progression into motherhood, I’m asleep at 10pm now. It’s the extension of this phase of my life, I love interiors, in fact I prefer it to lingerie; this is my plan and the figures look great so we are staying here for sure (*she laughs*)... We will have six ranges when we launch for Valentine’s and fifteen ranges in the first year, to double after that and expand internationally straight away.

Ambitious? CB: Honey, the only way to do it is to jump in at the deep end!

SM: How do you divide your day

between work and kids?

CB: I recently moved my office into my home to spend more time with the boys ‘til they are at school, it’s a special time right now. I don’t wanna miss out. It has helped a lot to work at home.

SM: Do you still go out and party?

CB: Party? What’s that? Haha, I invented that word. Officially. But now its playdates... My life has changed.

We talk about the ‘golden era’ of Ladsmags, when Caprice was the ultimate cover girl.

CB: Ladsmags made me what I was, I was the babe, I was too short for catwalk, but I was on one cover every month for eight years... They were selling more than Vogue. But it was a mutual backscratching. I made my first million by the time I was 25. I went crazy and had the best time but I didn’t believe the hype, I just wanted security and money. It was all very strategic.

SM: What did you think of Holly Willoughby’s last cover shoot for FHM?

CB: Holly looked beautiful. It was a very conservative cover for them,

tried that years ago! (*She chuckles*) Sad though. It was once one of the biggest magazines on the planet... Selling a million copies a month. I think Holly is a great representation of the modern woman; she works hard, she supports her family and she brings home the bacon.

Did she have a favourite outfit from those days, I enquire...

CB: (*guffaws with laughter*) No way! I was normally wearing a string and something to cover my nipples! I was mostly just checking there was something there at all.

And finally, I draw on an anecdote that the SM team loved when we read Caprice’s autobiography; that her mother had the whole family sat ‘round the dinner table playing poker, regardless of age. I ask if she will be passing that skill on to her own sons.

CB: Definitely I’ll pass that on, forget talking about their day at school, we’re gonna get the chips out! They’ll be entrepreneurs by the time they are seven and I’ll be one proud mama...



Caprice wears (incl cover): Burgundy Victoria Beckham dress £1550 • Black JBrand mid-rise jeans £180
Light Blue long sleeved shirt by 2nd Day £140 • Black wet-look AG jeans £220

Grey male tank from Gap £12.95 • Soft pink Stella McCartney blazer £765 • Nude platform pumps, Caprice’s own.

Credits: Caprice was shot on location by Rich Hendry (richhendry.com) and styled by Kara Kyne (kara-kyne.squarespace.com)

Daysinbed.com

A LIFESTYLE BLOG WITH A TWIST



HOME ABOUT ME PARENTING OUT AND ABOUT HEALTH MYSUNDAYSTYLE BLOG BETTER WORK WITH ME

Home » Parenting » Caprice My Boys My Body My Business

Parenting

CAPRICE MY BOYS MY BODY MY BUSINESS

Caprice My Boys My body My Business

Over the past two weeks I've had the pleasure of reading the newly released autobiography of Caprice Bourett. I recently met Caprice at the 2015 MumpreneurUK Conference and Awards after being nominated as a finalist in the Voice Category.

I have to say Caprice's keynote speech was awe inspiring and when it was announced that she was signing copies of her new autobiography, I had to get a copy, I wanted to learn more about this amazing woman's life.

At the end of the night I came away not only with the winning trophy as the 2015 MumpreneurUK Voice Winner but I also had a signed copy of the Autobiography which was fantastic.

After all the hype and celebrations had died down, I began reading the autobiography and I was blown away by the work ethic, life lessons and experiences shared.

Caprice starts out by sharing details of her earlier years followed by her Journey towards becoming a Supermodel. The early years clearly demonstrate that life was not always easy and that in order to realise her dreams she had to work hard and sacrifice a lot including living close to family, something I can certainly relate to.

Working as a model was not always smooth sailing. There were times when Caprice considered packing up and going home, yet she endured so much, following her dreams and eventually found herself modelling in the United Kingdom. The Autobiography shares life as a model and her experiences in the public eye. What I love the most is that from day one Caprice was financially savvy. She saved hard and invested in property developments, a real business woman from the get go.

I really enjoyed reading about Caprice's love life. She shares her experiences with men, from innocently dating the captain of the High School football team, to dating high profile men, having fun, being cheated on and eventually falling in love with Ty the love of her life and father of her two sons Jett and Jax.

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MY KLOUT SCORE



Angela Milnes



What really struck a chord with me, and something I could really identify with was Caprice's experience with chronic illness. She suffered from and overcame Chronic fatigue syndrome, something I struggle with and then went on to have difficulties trying to conceive.

After suffering a heartbreaking miscarriage, and several unsuccessful IVF attempts Caprice and Ty made the brave decision to use a gestational carrier or surrogate to carry her child.

I loved reading about surrogacy from a Mother's perspective and that of the surrogate whose own story is also recorded in the book. Brilliantly Caprice discovered she had

This Autobiography is one I'd highly recommend. I've discovered more about an amazing woman and feel inspired to become a business woman in my own right. I love how Caprice is now running her own successful brand By Caprice and that she is able to support great causes such as The Woman's Trust, an organisation supporting women who have suffered abuse.

You truly are an inspiration!



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Cruise International



Christopher Edgington, VP Marketing,
P&O Cruises, with Caprice Bourret



Managing Director of Light Cruises and Planet Choice Simone Clark, with Caprice Bourret and others.



Available at very.co.uk, lookagan.co.uk,
Houseoffraser.co.uk & ByCaprice.com



CELEBRITY INTERVIEW: Meet Caprice Bourret

By [Jenny R - Mamazou](#) - Aug 18, 2016

974 0



Caprice Bourret ventured to the UK from Southern California and fast became one of the most photographed women in the world having appeared on 300 magazine covers across the globe and over 150 TV shows and films. She was voted GQ Magazine's Woman of the Year, and Maxim's International Woman of the Year for three years running. She has acted, modeled, is an influential speaker, a mother to her gorgeous boys, Jax and Jett whilst running her worldwide successful business, [By Caprice](#).

We were fortunate enough to have a quick chat with her...

You juggle a hugely successful business and are constantly running after your two toddlers. How do you find a healthy balance between the two?

I don't think there is a set formula. I recently moved my office to my home so I could be closer to the boys. I can now pop out of the office and see their adorable faces throughout the day. I love making them their favourite lunch!



Finish the sentences...

- **When I was little I wanted to be...** The governor of California
- **Motherhood is...** the best thing ever - Happiness is... my children
- **My biggest inspiration is....** my mom!
- **My favourite book is...** The House of Klein , and his empire. Depending on what your passion is it is a good idea to read autobiographies by people that have achieved epic success.
- **My favourite quote is...** I don't believe in luck. The harder you work the luckier you get
- **This week I'm going to...** I have just returned from holiday so I have back-to-back meetings planned this week



By Caprice Products launched By Caprice Home at the end of last year. By Caprice Home is available at House of Fraser, www.very.co.uk and www.verylookagain.co.uk. Be sure to check them out!!

Home and Horizon

— Cutting costs, not corners, in travel and interiors —

4. New launch...

If you're looking for glitz and glamour, you can't get sparklier than the new Capri homeware range from [Caprice](#).

Leading stockists include [Very](#) and prices start from £19 for the cushions and from £49 for a duvet cover.



Now

At home with... Caprice

The supermodel and designer, 40, lets us take a peek around her new home

THE DETAILS
BY JESSICA WOODS
PHOTOGRAPHS BY JESSICA WOODS
STYLING BY JESSICA WOODS

On the wall in my sitting room there's a poster for the '90s movie *Caprice*. I'm so pleased that I found it because everyone thinks my room's made up. You're ago my mum saw the film and fell in love with the house. She said: 'If I have a girl, I'll call her Caprice.' And of course, she did. I've lived in Notting Hill ever since I came to the UK in the '90s. I love the atmosphere and we're near Portobello Road for shopping and Hyde Park for walking (I adore me and Billy, my Chihuahua).

I've only been living in this house for six months. It's really great because we have lots of space for my clothes, which take up most bedrooms! Plus we have a spare room for where my mum stays from the UK. Maria's an interior designer but we have conflicting tastes. She's very Philippe Starck and I'm more into rich textures. Maria wants to change everything when she's here — she literally leaves furniture about. She's very 50s. But she's like an on. You don't argue with Maria, so I leave it till she's gone, then I move all the furniture back!

Maria is like this house. I don't see us staying. Ty Caprice's building company Ty Caprice is based in Littlewood and 1479.co.uk



GET THE LOOK

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The Journal 
Friday, May 16, 2014 www.thejournal.co.uk 60p

Caprice
on a
journey
from
model
to
mogul

PAGE 35



**FROM LADS' MAGS TO
BUSINESS LEADER:
THE EXTRAORDINARY
JOURNEY OF CAPRICE**

MOEELS, suggested BBC Radio presenter and entrepreneur's conference host Allea Joey, have to work extremely hard.

It's unlikely he could have anticipated the reaction he'd receive from interviewee, Caprice Bourret. "Oh, honey! Modelling is a walk in the park. I just have to look in a damn camera and make 15 grand every 10 minutes."

It was a typically blunt response from the model-turned-businesswoman, who's gone from being the It girl of the 90s lads' magazines to the shrewd and forward-thinking boss of By Caprice Lingerie.

The real challenge, the 42-year-old said, was running a successful business around a satisfying family life with her boyfriend and two baby girls.

"It's not easy, but you've got to do it." Originally from the US, Bourret moved to the UK in 1996.

She was an "ordinary girl", she said, suddenly surrounded by paparazzi, and making a "ridiculous amount of money overnight".

"I'm not six feet tall - I can't do the catwalk - but I had the boobs and the hips and the attitude, and I had to find my niche," she added.

In an early hint of her potential business acumen, Bourret realised she didn't have to be exploited and put a high premium on the use of her image, negotiating contacts that worked in her favour.

"I would only do four photoshoots and make several hundred thousand dollars a year," she said.

On reaching her early 30s - "one foot in the grave", as far as modelling is concerned - she realised she needed a plan B and since all the rich men she met were "grum", she realised she had to make her own money.

One route was reality TV - Bourret, notably, is a former celebrity big brother contestant - but continued fame came at the price of being slated at times by the media that had helped make her a star.

"Initially, it hurts," she said. "Now I have a thicker skin."

At the time, celebrity endorsements



Model and entrepreneur Caprice talks at the Together We Can Take On The World conference

weren't anywhere near as commonplace as they are now, and, with the popularity of lads' magazines, Bourret saw an opportunity to put her name to a lingerie range.

She got in touch with Terry Green at Debenhams, who eventually gave her the break she needed through a licensing agreement.

"Initially, he was reluctant; then I started stalking him," she joked. "We went for it and it was one of the best decisions he made. I thought 'OK, now we're getting rich, really rich.'"

Eventually, however, Caprice decided she wanted full control of her business, and, buying back the license, experienced what might be described as a steep learning curve.

"I learned a lot because I lost a whole lot of money," she said. "I should have brought a technician in, but I didn't pay attention. I also designed according to what I like - I'd had all

this research for years, but I didn't utilise it. "It was silly and naive, but after that, sales just soared."

It hasn't been easy - By Caprice Lingerie is competing with established names like Gossard and Wonderbra - but the entrepreneur is to build on the "brand integrity" she's already established while expanding into the likes of beachwear and maternity wear, and making extensive use of social media.

While expansion may be positive, though, greed, she insists, is not.

"Don't be greedy," she said. "Lots of people start up businesses, see the money, then cut corners. It's really important to stay true to the product. You want longevity and cashflow is my bible - I know what's coming and going for the next nine months."

And does she have an exit plan? Joey dared to ask.

"Honey, I'm only 42! I'm not dead!"



BEDTIME SPARKLE: Caprice turns her design skills to bedding with a range on sale tomorrow

Pillow talk from Caprice

CAPRICE, the former supermodel and lingerie entrepreneur, is producing her own bedding range for retail giant Littlewoods.

From tomorrow, customers will be able to buy the products from a catalogue. The range will be in the shops from July 1. The bedding sets, priced

at £62 each, come in Westminster gold, Sienna white and black, and white and silver Sparkle.

Caprice said: 'We've been working on the design for several months now and I'm looking forward to expanding into bedding.'

She already designs lingerie, which is

Littlewoods' number one-selling brand, and swimwear.

The former model, who has been pictured in more than 300 magazines, launched her own lingerie line, By Caprice, in 2000 and it is sold online and in High Street stores.

— MARK FOXWELL



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The entrepreneur has also designed her own bedding range By Caprice Home

The businesswoman - who became one of the most photographed women in the world during the 90s - is the face of the new collection just in time for Valentine's Day.

And the model looked to be in her best shape as she prepares to take part in this year's series of The Jump, which sees celebrities take on various winter sports such as skeleton and bobsleigh.

She will be a contestant on the show - that has previously seen many left with horrific injuries - alongside many stars including Olympic gymnast Louis Smith, Big Brother winner Josie Gibson, former Liverpool footballer Robbie Fowler and Made in Chelsea's Spencer Matthews.

By Caprice Products are available from www.very.co.uk, www.lookagain.co.uk and www.Wayfair.co.uk.

The Jump begins this Sunday at 7.30pm on Channel 4.

Issue 11: July - September 2015

Business

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FAME, FAILURE AND STARTING A BUSINESS

The exclusive BLM interview with global icon Caprice Bourret



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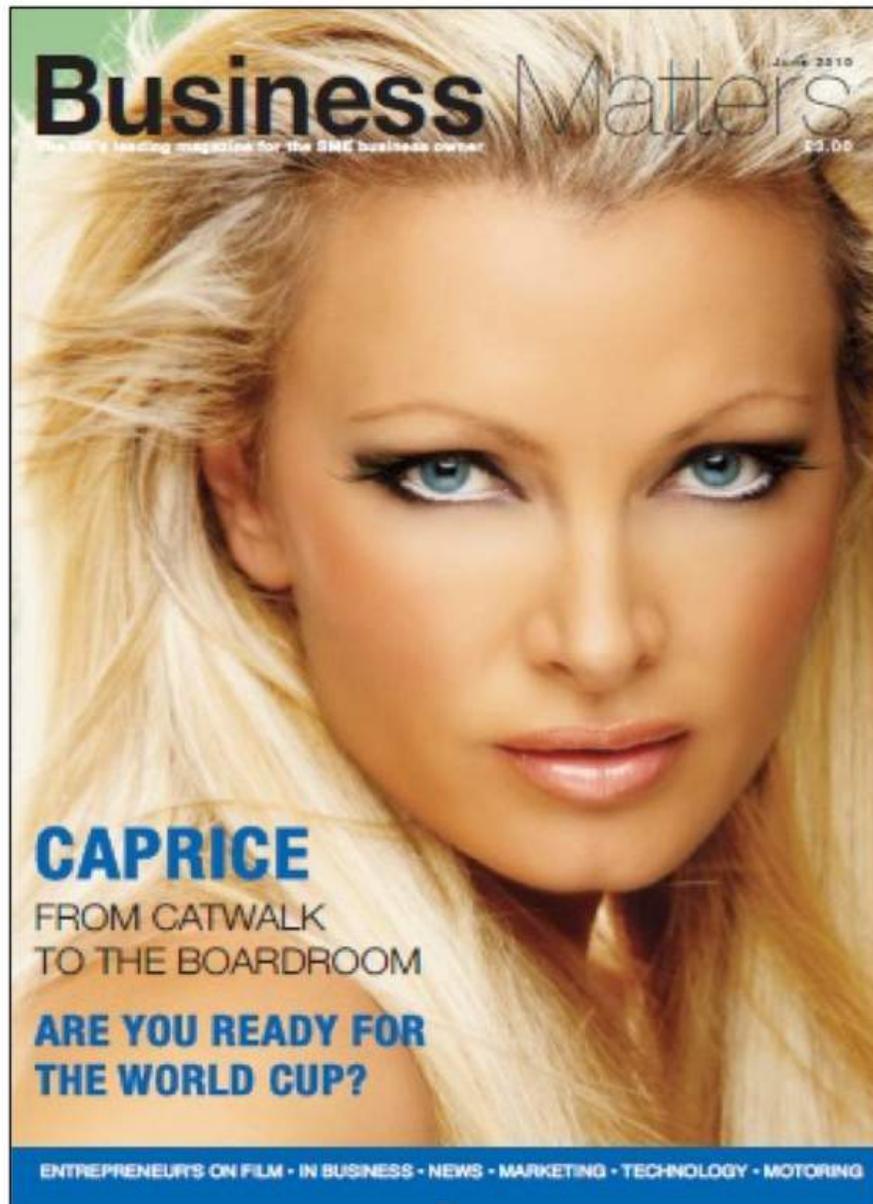
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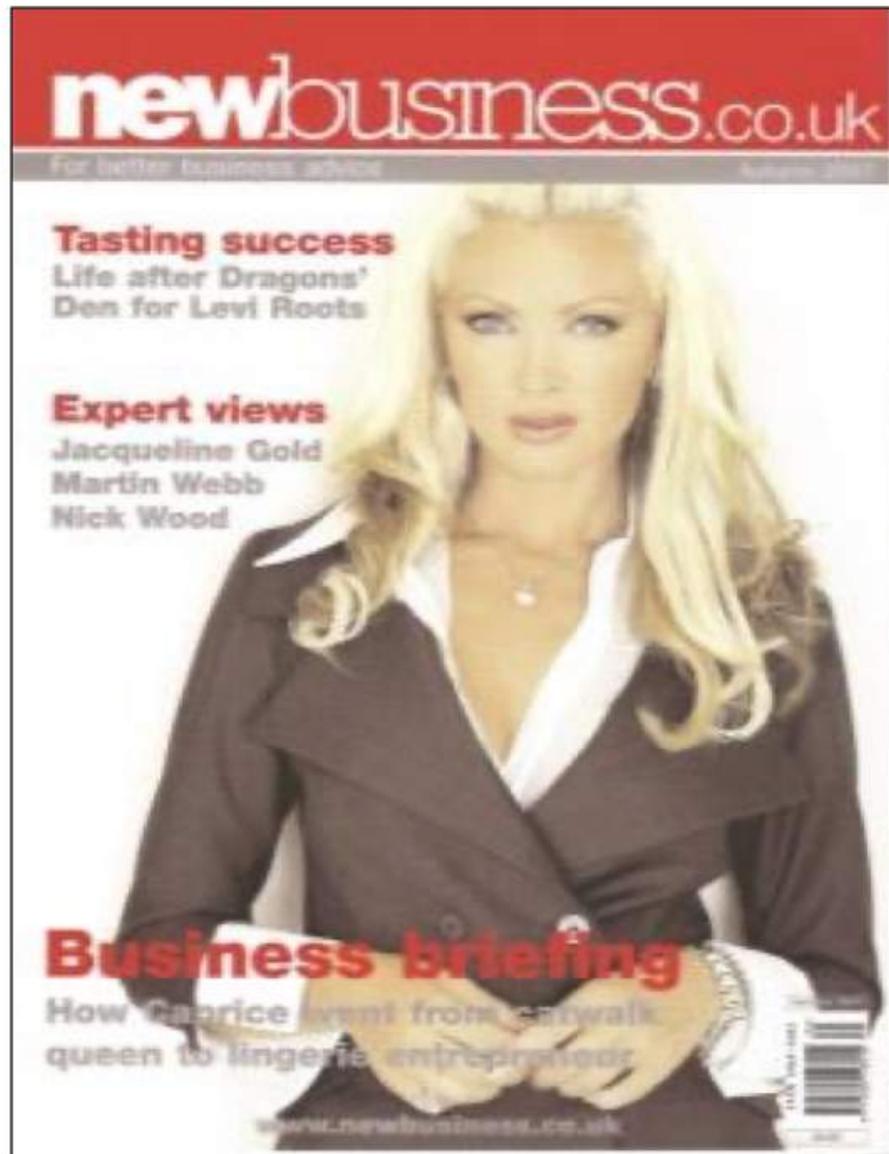
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NEW/EXPLORED

Caprice flaunts her ample assets and phenomenal figure in racy lingerie ahead of The Jump



BY CAPRICE

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COMICUS

Caprice does the business!



Four interesting and varied **speakers** opened the first in a series of business seminars entitled grow, develop, discover and influence by **Sussex Chamber of Commerce** at the Jury's Waterfront Hotel. The speakers were described by Chief Executive Ana Christie as 'exceptional entrepreneurs' who shared their own stories which 'motivated' and 'inspired' an audience of Sussex Business people.

All four **speakers** had much to give, but the highlight of the afternoon was **Caprice Bourret** the former supermodel showing none of the pretensions associated with the tough modelling business, but a shrewd, intelligent and considered talk on her life, with all the entrepreneurial opportunities and disappointments experienced along the way. Speaker Caprice addressed her audience without notes or use of a lectern, but confidently moved around the stage as if on an international catwalk. This time using her business voice to great effect. She bared her soul to an enthralled audience, having much to say to both women and men. Caprice speaking professionally, effectively and entertainingly to a bespoke Sussex business audience was really excited and proud of the recent licensing agreements and work she is involved in with TK-Maxx as just one of her business ventures



YOU
MAGAZINE



'I impress people through my sales figures, not through my office'

Former model CAPRICE BOURREY, 42, is CEO of her lingerie and swimwear label By Caprice. She shares an office with her team in West London near her home. Caprice and her partner Ty, a financier, have two baby sons, Jeti and Jas, born almost a month apart in 2013 - one conceived naturally, one born via a surrogate.

People probably imagine I have a big, grand, delicious office that I've spent crazy amounts of money on, but I want all the money to go

back into the business. I impress people through my sales figures, not through my office!

My desk is a mess. I just leave whatever I've been working on and rush home to the boys at 7pm, so I don't have a chance to organise it.

I have a lucky frog from China, which symbolises money and success. He's definitely brought me luck in this economy. I have pictures of the boys everywhere - on my phone, computer, desk - and I have a photo of me with my man on my 40th birthday. On the wall I have pictures of

me from our first collection - they symbolise the start of a new era, launching my business.

In my desk drawer I keep a bag of soap that I burn to clear my toxic energy; Fresh Breath doggy treats for my chihuahua, Siskin and Wilkey; a sewing kit for alterations; plus green tea.

At work I can be quite tough - after all, it's a competitive world out there. When it's your own business you never switch off. My iPhone is on right up until I go to sleep.
bycaprice.com

Daily Mail



INSPIRING: Caprice Bourret urged listeners to be daring.

Caprice is a model, for young women

SOME of the top female role models gathered at the Royal Institution in Mayfair, central London, last week to inspire a generation of young women to think in adventurous ways about their approach to work.

Model-turned-entrepreneur Caprice Bourret joined other stars lending their support to the Breaking the Mold conference on Monday – the fourth such careers conference that Financial Mail has organised.

Also there were England women's cricket captain Charlotte Edwards, Sara Marry, founder of confused.com and GPS personal navigation tracker huddi, and Emma Harrison, founder of employment agency A4.

In recognition of the importance of

encouraging young women to consider a wide range of career opportunities, the science and technology-themed event received sponsorship from some of Britain's best-known organisations and companies, including NatWest, G2 and the Food and Drink Federation.

Speakers on the Science On The High Street panel included Clare Norman, technical and development manager for It's a Girl, Julie McManus, scientific director for L'Oréal UK, and Jane Kerton, founder of Righty and Peffer, who talked about the science behind bras.

For more about the conference and to see pictures and film clips from the event, visit fmf.com.

© Vicki Owen

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NEWS

Caprice plots next venture in business

Inspiration for a young audience

SOME of the most successful female role models gathered at the InterContinental hotel in Park Lane, central London, last week to inspire a generation of young women to aim high in their careers.

Classical singing star Hayley Westenra, 22, who is also Unicef's youngest-ever ambassador, joined other stars lending their support to the conference. The event aimed to broaden the career horizons of young women, encouraging them to consider non-traditional jobs.

Model-turned-entrepreneur Caprice Bourret also spoke to the audience of 350, while stars of BBC TV's *The Apprentice*, judged the final of *Financial Mail's* MoneySense Apprentice Challenge.

The Breaking the mould conference gained the support of some of Britain's top employers, with NatWest, the Serious Fraud Office, O2, IBM, the Food and Drink

Federation, British Gas, The InterContinental Hotel Group and B&Q all sponsoring the event.

It is the third time *Financial Mail* has staged the careers conference and the first at which students, as well as teachers, could listen to women in unconventional and sometimes surprising careers.

With today's youngsters likely to be in full-time work until they hit 70, it is more important than ever that those years are spent in a fulfilling and rewarding way.

Charlotte Parkes, a sixth-form student from Leicester High School for Girls, said: 'It was such a stimulating conference I feel I'm quite inspired.'

'Companies rarely come to our schools to talk to us about their programmes, so it was a very good chance for us to broaden our minds.'

» Full conference report on four.com





BusinessMODEL

How I made it

Mark Lane meets the supermodel **Caprice** and gets the inside story on one of the fastest growing lingerie brands in the world

W

hen Lane first offered the chance to interview supermodel Caprice Bourke for *Business Model*, he first thought was that, regardless of whether she'd model for some business photography for the magazine.

And yes, it was. But that's only half the story. The editorial is that she doesn't only channel her own beauty, but also an entrepreneurial and proven to be successful with the fast-growing international business. He understands what her customers want, she's open, she's honest and straight to the point.

Caprice worked in the US from Southern California in the mid 1990s and has had a highly successful modeling career. She quickly became one of the most photographed models in the world, appearing on 100 magazine covers across the globe. Among other accolades, she was *Vogue* magazine's Woman of the Year and *Elle*'s International Woman of the Year three years running.

Caprice's business career has found several success stories that work. In December 2009, she personally bought back the brand and started her company to which she now owns 100 per cent equity. The official website www.capriceunderwear.com received over one million hits in its first month. She began production of the brand in February 2010 and has been selling off stock ever since.

I ask her if she found it difficult to be taken seriously when she first entered the world of business. She says, "Of course I did. A lot of people encourage and share their own experiences to overcome. I think at the end of the day you would all eventually see any successful entrepreneur will see you there. The fact that you have the numbers is all that I have. The numbers were so I can say confidence. It's probably doesn't want to take me seriously then that is their own problem."

Does this direct approach help her to succeed? "Well, yes. I just said it as it is. It will a quote a quote. Maybe that is me being

Caprice Bourret announces global venture!

Caprice Bourret, CEO & Founder of By Caprice Products, has licenced out her brand to Sadaqat, one of the world's leading textiles suppliers and enterprises, dubbed the 'Victoria Secrets' of the bedding world.



Caprice ventured to England from Southern California over 20 years ago she and quickly became one of the most photographed women in the world having appeared on 300 magazine covers across the globe and over 150 TV shows and films. Having launched By Caprice Lingerie in 2006 the brand has gone from strength to strength and due to huge demand, By Caprice Home launched three years ago which has become widely recognised for its glamour, design, originality and high quality.

This news announcement sees manufacturing for the By Caprice bedding collections move to Sadaqat's Head Quarters in Pakistan to join a host of household names, including Disney Europe. The move is an integral part of

By Caprice's expansion plans to launch in multiple global territories as well as developing the core product range. This landmark move sees Sadaqat venture into a branded range, for the first ever time. Sadaqat is a £900,000,000.00 global enterprise that started off as a family weaving business, before becoming incorporated in 1987.

Caprice commenting on the news explains "I am beyond excited to share that we have signed a deal with Sadaqat, who is a global player in the home world. I am extremely hands-on with my business and it is so important to me that I have partners who have the same core brand values and passion as By Caprice. This deal is the beginning of By Caprice Home's global growth strategy and I am honoured to be the first brand that Sadaqat has bought into"

By Caprice is available on the High Street & throughout the UK

www.gobycaprice.com



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Model turned businesswoman Caprice talks business, film, and good health

By Alice Bird NEWS 4 hours ago



Caprice Bourret is the model turned entrepreneur that seems to have done everything in her 20 year plus career. Having just partnered with Manchester based global textile company **Sadaqa**, to help grow her 'By Caprice Home' brand, the adopted brit shows no signs of slowing down.

Once dubbed the most photographed woman in the world, Caprice has appeared on over 350 magazine covers. Now 46 and a mother to two sons, Jett and Jax, Caprice believes the modelling boat has sailed saying that: "If I do a cover now it's fully clothed and it's primarily to promote my business or an upcoming movie."

Caprice modelled long before the age of Kylie Jenner and the social media model. She said: "Social media generation models are a bit irresponsible now as they are usually retouching the hell out of their bodies and then people are aspiring to look like something that isn't real."

Alongside being a mother, wife, and businesswoman Caprice has recently been acting. She said: "I have a short film coming out in July called InZruders, it's on Amazon Prime. I play a ruthless CEO that will do anything to get what she wants. The end of this year I play Harvey Keitel's girlfriend in Sparkle."

Caprice explained to me how, in acting, she doesn't have an ideal role but likes to be quite versatile. She said: "I like characters that have depth and strength, vulnerability and purpose, as I am a bit of a feminist."

Strength is something Caprice has shown she has a lot of. Last year she was diagnosed with a brain tumour that was discovered while she was filming skiing TV show The Jump. Although the tumour was benign, it was growing, and Caprice had to undergo a long surgery to remove the tumour.

She said: "Of course I was terrified and shocked, but thankfully after a seven-and-a-half-hour surgery they got rid of that nasty little bugger and it's never coming



back."

Her health scare is something that Caprice says has made her even more thankful for what she has. She said: "I thank god every day for good health which is something I always took for granted."

Caprice is now a patron for the charity **Brain Tumour research**. She has campaigned to create awareness and raise funds to help people who have been affected or are being affected by a brain tumour.

She said: "I will keep on campaigning so I can

turn something that was so evil into something positive."

Alongside her charity work and family, Caprice's main focus now is her business 'By Caprice' which was founded in 2006. The brand originally focused on lingerie, and after a massive success 'By Caprice Home' soon followed.

Despite building up her business entirely on her own, Caprice admitted that people do underestimate her.

She said: "Being a woman and a model – the stereotype haunts me.

However, I have overcome this as I have solid numbers and a successful business that is going from strength to strength, so I don't really have to prove anything anymore."

Now paired with licensing partner, **Sadaqa**, Caprice is ready to grow her brand internationally to make 'By Caprice Home' one of the biggest brands in the world.

But Caprice said her main focus will always be her family. She said: "Most importantly, I am going to be the best mum that I can be to my two most beautiful sons."

20 Lifestyle

Supermodel Turned Interiors Entrepreneur

CAPRICE has launched a beautiful home interiors range, By Caprice Home.

We spoke to the former supermodel to find out more about her exciting venture into interior design.

What are this season's top interior trends, her own home style, favourite designs and more!

What are the biggest home trends this season?

Embellishment is a major summer home trend - everything from fringing, tassels, leathers, sequins, bows, you name it.

These details will add a certain quality to each room.

Ice-cream and ombre shades are the key colours coming through for SS16. Shimmer is also very popular this season, you will find curtains, flooring, carpets, furniture, throws, cushions and wall art all incorporating decorative shimmery tones and textures. These are perfect in pale colours and grey tones as they are versatile colours for each season and are also timeless.

What's your personal home style and do you follow the trends?

My personal home style is minimal, functional with hints of glitz and glamour.

I prefer the look and feel of a room to be lived in and family friendly (child and dog proof basically!) but I also incorporate a few ornate pieces - whether that be furniture or decorative to add a luxurious quality to each section of the house.

My bedroom, for example, is white - white walls, washed out flooring and a white leather sofa. We have a beautiful solid oak bed frame which I bought over from the States - that now is also painted white! But to really glam up the space I have lots of sparkly throws and cushions scattered over the bed. A faux fur throw is also across the end of my bed - great for curling up to watch Netflix in the evenings!

I also love lighting, mirrors and wall art.



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I also love lighting, mirrors and wall art to bring each room alive. I can mix things up each season then to keep everything fresh and new.

What has influenced your collection?

I don't just design to my personal tastes.

We look at what trends are coming through by attending key trade shows and our team in HQ spend a lot of time researching. We also look at our sales and see what styles are doing well. We really listen to our customers and keep producing the styles they want to buy. By Caprice Home is known for its glamour, originality, techniques and design, and we design with the above mixture in mind.

What are your favourite By Caprice Home designs and why?

From Spring Summer 2016 I am loving Adriana range By Caprice Home. It is the ultimate in glamour and shine - a beautiful band of two tone grey sequins sits on white satin - simply stunning! Isabella By Caprice Home is also one of my favourites this season, the bedding range is so pretty and the digital print delicate lace and crystal detailing really demonstrates our technical skills, and ultimately what sets By Caprice Home apart!

By Caprice Home is stocked in major retailers throughout the UK, including Dunelm, Next, very.co.uk, Wayfair.co.uk. Visit www.getbycaprice.com to view the entire range.



SUPERMODEL TURNED ENTREPRENEUR – CAPRICE BOURRET’S STORY

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Supermodel Turned Interiors Entrepreneur

By **Features** - 23 August 2018

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Caprice has launched a beautiful home interiors range, 'By Caprice Home'. We spoke to the former supermodel to find out more about her exciting venture into interior design, this season's top interior trends, her own home style, favourite designs and more!

What are the biggest home trends this season?

Embellishment is a major summer home trend – everything from fringing, tassels, feathers, sequins, bows, you name it.

These details will add a certain quality to each room. Ice-cream and ombre shades are the key colours coming through for SS18. Shimmer is also very popular this season, you will find curtains, flooring, carpets, furniture, throws, cushions and wall-art all incorporating decorative shimmery tones and textures. These are perfect in pale colours and grey tones as they are versatile colours for each season and are also timeless.

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My bedroom, for example, is white – white walls, washed out flooring and a white leather sofa. We have a beautiful solid oak bed frame which I bought over from the States – that now is also painted white! But to really glam up the space I have lots of sparkly shams and cushions scattered over the bed. A faux fur throw is also across the end of my bed – great for curling up to watch Netflix in the evenings!

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Home & Garden / 10th September 2018

The By Caprice Isabella Bedding

by La Lovely

Fresh bedding is one of life's luxuries. When that bedding just so happens to be 100% cotton and beautiful, it makes it all the more special. The smell of fresh bedding is something everyone can relate to, right? When you open the bedroom door in the evening, when you fold back the duvet ... just bliss. Can Caprice deliver that sensation? Can it get me excited about bedding?

Caprice



Caprice is a top, award-winning model turned entrepreneur. Having shot to fame during the 1990s, she has appeared on over 350 magazine covers, including Vogue. Caprice has also appeared on TV and in Film and even in musicals.

By Caprice

By Caprice was founded in 2006. The brand has gone on to become hugely successful and she has built up the business entirely on her own. Firstly focusing on lingerie and due to huge success, By Caprice Home followed. Known for its glamour, design, originality and high quality, the range is widely available throughout the UK and is stocked in Dunelm, Next, very.co.uk, Wayfair.co.uk to name but a few. I have to say, that is some achievement in itself. Making a mark in the clothing and homeware industry is no easy task.

The Bedding



I chose the Isabella duvet set in king size for its delicate print and little gem details. I think it's very pretty.

We've had this on our bed for three days now and it's gorgeous. As it's 100% cotton with a thread count of 200, but what is thread count? Thread count refers to the number of horizontal and vertical threads per square inch. Generally, the higher the thread count, the softer the sheet, and the more likely it will wear well-or even soften-over time. Good quality sheets range anywhere from 200 to 800, although you'll occasionally see numbers over 1,000. Being a 200 thread count, I wasn't expecting it to be super luxurious, I was pleasantly surprised.

The bedding feels lovely and super soft. Turning the bedding inside out reveals high-quality stitching, so often stitching is a little less than good enough. No stray threads, no bunched turns, nothing. It fits our duvet perfectly (you know some duvets slide around inside the cover and leave you with cover with no duvet on one side. None of that with this duvet cover).

The Little Things

I love the fact that it has buttons to close it rather than poppers. It's far more secure and they stay fastened rather than keep coming undone. The pattern again boasts quality. It is subtle and yet bold in design. The pillowcases are just the right size, you know how you can often get pillowcases that are too long for the pillows? I do love good quality bedding and I really do look forward to getting under the duvet, it is so nice. The quality, the feeling, even the pattern, boasts a price tag much higher than it actually is. All that's left to say is, well done Caprice, you have absolutely nailed the bedding.

You can read my other [home and garden related posts here](#).

Please note, I was sent the Isabella bedding for my review. My opinions are all my own and not influenced.

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