

CHINTZ IS BACK: HOW TO ACHIEVE KENDALL JENNER'S VIRAL HOME AS SEEN ON ARCHITECTURAL DIGEST

- Kendall Jenner has unveiled her stunning mountain home to fans around the world, sparking discourse around whether “grandma-chic” interiors are back for 2026
- B&Q Head of Decor, Laura Dollimore, shares expert tips for how to emulate the aesthetic on a budget, including matching wallpaper and fabrics, DIY wood panelling and contrasting prints
- All “grandma chic” items mentioned can be found by fans of the aesthetic on www.diy.com now

LONDON, WEDNESDAY 10 DECEMBER, 2025: As seen on [Architectural Digest](#) this week, Kendall Jenner’s new mountain pad is far from the Kardashian-Calabastas style we’ve come to know, instead presenting a gorgeously designed grandma-chic interiors aesthetic, inspiring interiors fans around the world. From 80’s chintz fabric to kitsch cupboard curtains, Jenner’s home has refreshed retro design tricks and nostalgic patterns to create a cosy, lived-in but effortlessly cool home - and expert Laura Dollimore has revealed that you don’t need Kardashian cash to achieve the look.

The B&Q Head of Decor has shared her tips to achieve the look on a budget, sharing how to blend nostalgic prints in a modern way and how to mix and match the new with the old. “Grandma chic” rose to prominence earlier this year, with TikTok videos tagged with “grandma chic” racking up 5.2 million views and “kitsch” with a whopping 1.2 billion total views*.

Laura Dollimore, Head of Decor at B&Q, said: *“Kendall Jenner’s beautiful mountain house shows that embracing personality within interiors is here to stay. While her look will have been crafted with expertise from some of the world’s best interior designers and most expensive materials, the look is innately easy to emulate on a budget. With a combination of easy DIY hacks, from panelling to wallpapering, to being bold and open to clashing colours and quirky items, shoppers will get the ‘Kendall look’ in no time.”*

Laura Dollimore, Head of Decor at B&Q, on the grandma-chic design tricks used in Kendall Jenner’s home:

1. **Matching fabrics and wallpaper:** Kendall has played with matching polka dot wallpaper and fabric to create a kitsch but considered look. Using matching fabric as an alternative to cupboard doors adds a soft, homely touch, while continuing the pattern across the walls helps balance the contrast of colours and textures. Putting up curtains inside interior cupboard doors is also a super easy DIY project - simply screw two tension rods (one at the top and one at the bottom) inside the door frame, then slide on your chosen



fabric. For inspiration, @rebeccaandgenevieve on Instagram showcases this look beautifully [here](#).

2. **Chintz revival:** Her giant sofa and 80s-style florals throughout the house prove chintz is officially back. While chintz once felt dated, Kendall uses it in a modern way - pairing traditional prints with more contemporary pieces like oversized cushions and clean-lined furniture. Recreate this by mixing one bold chintz wallpaper [like this floral option](#) or curtain pattern with contrasting prints - think stripes, gingham or large-scale florals - to add depth without overwhelming the room.
3. **The 'unexpected red theory':** The unexpected red theory involves adding an accent of red in a place you might not traditionally expect to see it, from a shelf to a door frame. Kendall has brought this tactic into the children's room, mainly consisting of nature-inspired greens and blues, but the bright red step ladder modernises the space and adds dimension to the otherwise traditional panelling. An inexpensive DIY-ed stool, lamp, or even a painted picture frame can achieve the same effect without the full commitment of painting furniture or a wall - just remember to prime before painting!
4. **DIY panelling for warmth and texture:** Wood panelling is one of the most defining features across her mountain escape - from the rich, cabin-style cladding to the lighter rustic detailing in the hallways, instantly grounding bolder textiles and patterns. DIY panelling is one of the easiest ways to bring this warmth into any home and B&Q stocks a wide range - from traditional shaker-style panels to contemporary flat boards - that can be installed in a weekend and instantly add a professional, retro-feeling architectural dimension to a hallway or main room.
5. **Chequered tiling:** A bold look Jenner had opted for in the kitchen and bathroom is the red and white chequered tiles, which is an easy look to replicate in any home if you're daring enough. Our new [tiling range](#) offers a range of statement colours and geometric patterns to choose from.



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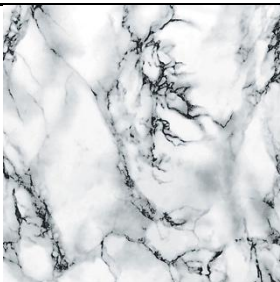
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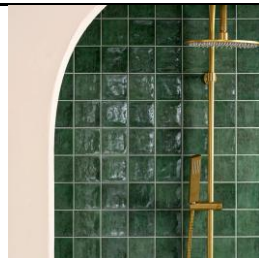
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Notes to editors:

*<https://tiktokhashtags.com/hashtag/kitsch/>

Media contact: b-and-q@wearetheromans.com

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