



A NOTE FROM VICTORIA

Welcome, Dear reader.

There is a certain kind of beauty found along the coast of the Hamptons — one that doesn't demand attention, yet effortlessly holds it. It lives in the way sunlight filters through sheer linen curtains, in the quiet harmony of soft whites and weathered wood, and in rooms designed not for perfection, but for living well. Here, elegance is never overstated. It is felt in the balance of space and texture, in the simplicity of carefully chosen details, and in the ease of homes that welcome both quiet mornings and long summer evenings. The Hamptons style is often associated with coastal living, yet it goes far beyond a palette of blues and neutrals. It is a philosophy of design rooted in light, comfort, and understated luxury — where every element serves a purpose, and nothing feels excessive. Whether you live by the sea or simply dream of it, the essence of the Hamptons is always within reach.

Warmly,
Victoria McKinney
Interior Designer & Editor

*Where coastal light meets quiet luxury —
this is the art of living well*

— VICTORIA MCKINNEY



The Classic American COASTAL STATE OF MIND



There is a rhythm to classic American coastal living — one shaped by light, softened by the ocean, and defined by an effortless sense of ease. Mornings begin in sunlit rooms layered in soft whites and warm neutrals, where sheer linen curtains move gently with the breeze. Every space feels open, calm, and deeply connected to the landscape beyond the windows. Here, light and air are not simply elements of design — they are its foundation. As the day unfolds, the boundaries between indoors and outdoors quietly disappear. Doors remain open, natural textures warm underfoot, and each space invites you to slow down and stay a little longer. It is a way of living that feels both refined and entirely relaxed. In the world of classic American coastal interiors, luxury is never overstated. It reveals itself in simplicity, in thoughtful materials, and in rooms that feel as natural as the shoreline itself. Nothing is excessive, nothing feels forced — and yet everything is beautifully considered. This is where tradition meets ease, where elegance feels lived-in, and where summer is not a fleeting season, but a lasting state of mind.

WHAT DEFINES CLASSIC AMERICAN COASTAL STYLE

Classic American coastal style is not simply about living near the water — it is about creating a home that feels light-filled, timeless, and effortlessly at ease. Rooted in tradition yet refined for modern living, this aesthetic balances elegance with comfort in a way that never feels overstated.

A PALETTE INSPIRED BY THE SHORE

Soft whites, warm creams, sandy beiges, and gentle shades of blue form the foundation of the space. These colors reflect the natural landscape — sky, sea, and sun-washed textures — creating interiors that feel calm, cohesive, and quietly luminous.

NATURAL TEXTURES & TIMELESS MATERIALS

Linen, cotton, light woods, wicker, and stone bring depth and authenticity. Nothing feels overly polished; instead, materials are chosen for their ability to age beautifully and add a sense of relaxed refinement.

LIGHT AS A DESIGN ELEMENT

Natural light is essential. Large windows, airy layouts, and minimal window treatments allow sunlight to move freely through the home, softening every surface and enhancing the sense of openness.

INDOOR-OUTDOOR LIVING

Spaces are designed to flow. French doors, porches, and terraces extend the home outward, creating a seamless connection between interior comfort and the surrounding landscape.

UNDERSTATED ELEGANCE

There is a quiet restraint in every detail. Furniture is classic, lines are clean, and decoration is intentional. The result is a space that feels curated, yet never excessive.

TRADITION WITH A FRESH PERSPECTIVE

Architectural details such as paneling, moldings, and shingle-style elements ground the space in heritage, while modern touches keep it relevant and livable.

GRASSCLOTH

Brand Recommendation: Schumacher or Sereno & Lily

At the center of the Hamptons style is the quiet elegance of raw wood. With oak planks, reclaimed beams, and iron-edge tables carry with them the marks of time and nature.

CLASSIC NAUTICAL STRIPE

Brand Recommendation: Ralph Lauren Home

Rolling horizons and sea breezes are a story coastal homes tell. Often featuring a palette of navy blue and crisp white, these wallpapers evoke the timeless spirit of nautical and maritime heritage.

CHINOISERIE FLORA & FAUNA

Brand Recommendation: Chabot

A nod to the historic elegance of Long Island, coastal Chinoiserie wallpaper features botanical illustrations with a lively color palette. Featuring delicate vines, warm woods, and flowering trees in shades of ocean blue and white, this style honors the sophisticated old-world luxury and relaxed coastal living, making it a favorite for formal dining rooms.

BLOCK-PRINT PAISLEYS OR FLORALS

Brand Recommendation: Water Park Design or Peter Dinklage Textiles

Carved into the timeless style of the Hamptons, block print patterns offer a hand-shaped, artisanal feel. These timeless, timeless motifs evoke the salt-soaked air of beach houses — but have a refined, sophisticated edge.

CORAL AND MARINE LIFE MOTIFS

Brand Recommendation: Schumacher

For a more contemporary take on the sea, marine life patterns — such as delicate coral branches or subtle shell motifs — are embraced. When executed in sophisticated tones of marine, greens, these wallpapers become a sophisticated art piece.