

Has Joanna Gaines Gone Goop?

SEE YA, SILOS AND SHIPLAP



BY [SYDNEY MEISTER](#) • PUBLISHED AUG 4, 2025

PureWow editors select every item that appears on this page, and some items may be gifted to us. Additionally, PureWow may earn compensation through affiliate links within the story. All prices are accurate upon date of publish. [You can learn more about the affiliate process here.](#)



IMAGES COURTESY OF THE MAGNOLIA TEAM (PHOTOGRAPHY BY LISA PETROLE)

For the better part of a decade, [Joanna Gaines](#) has been the undisputed queen of modern farmhouse—patron saint of shiplap, vintage tobacco baskets and chippy-paint consoles. Her aesthetic was a love letter to Waco, TX: soulful, homegrown, just imperfect enough to feel real (in the way that made you want to buy *everything* from [Magnolia Market](#)).

But in 2020, something curious happened. The woman who could single-handedly spike Google searches for “white subway tile” started [speaking a new design language](#)—one with softer edges, hushed tones and a level of polish that wouldn’t be out of place in a [Goop gift guide](#). The clues? [Fluted cabinets](#), [Scalloped velvet chairs](#), [Statement lighting](#). A creamy, monochrome palette that whispers “[quiet luxury](#)” instead of hollering “rustic charm.”

The latest—and boldest—evidence of this evolution comes in the [Mini Reni season finale](#), where Gaines takes on her first-ever renovation in New York City: an office makeover for her friend [Hoda Kotb](#). And while the warmth is still there, the vibe has shifted. This is Jo with her hair pulled back in a silk scrunchie, sipping a turmeric latte between Zoom calls. It’s a mood board that feels [Gwyneth Paltrow-approved](#)—her sign to start selling French oak tables on Goop, perhaps?



IMAGE COURTESY OF THE MAGNOLIA TEAM (PHOTOGRAPHY BY LISA PETROLE)

Gone are the farmhouse signatures that defined Jo's early career. In their place: antique French doors from Portugal, restored and painted eggshell white, opening into three newly partitioned spaces—a conference area, a private office nook and an open corridor that doubles as an inspiration wall. In the conference zone, a reclaimed French oak dining table is surrounded by plush fold-style chairs, grounded by an Indian block-print rug. Just beyond, a white table-turned-desk anchors the office nook, paired with a linen and leather desk chair and two plush bouclé ottomans. Along the creamy walls, corkboard panels and an acrylic calendar create a functional mood board, layered with pinned swatches, florals and magazine tears. A few trailing plants add life to the palette, balancing the tailored symmetry with a touch of ease.

Shop The Look

Quill Desk Chair



\$849

BUY IT NOW

Gina Boucle Ottoman



\$599

BUY IT NOW

Moore Dining Chair



\$849

BUY IT NOW



IMAGE COURTESY OF THE MAGNOLIA TEAM (PHOTOGRAPHY BY LISA PETROLE)

That tonal sophistication continues in Hoda's entryway, where a vintage rug grounds a [cream linen sofa](#), layered with [tasseled throws](#) and [pillows](#) in [sun-faded neutrals](#). Centered in front, there's an [Italian-inspired marble coffee table](#), styled with open books, a brass tray and [Magnolia's signature 'Fresh' candle](#)—an arrangement that feels more curated gallery than waiting room. The once-blank drop ceilings have been replaced with antique-inspired tin tiles, casting a soft gleam beneath a sculptural chandelier. It's still inviting—you want to flop down with a cup of coffee—but the styling has swapped its flannel shirt for silk.

Shop The Look

Oakley Sofa



\$3,399

BUY IT NOW

Leslie Ivory Down Pillow



\$49

BUY IT NOW

Deco Marble Coffee Table



\$1,999

BUY IT NOW



IMAGE COURTESY OF THE MAGNOLIA TEAM (PHOTOGRAPHY BY LISA PETROLE)

And then, of course, there's the kitchenette—proof that even a coffee corner can go luxe. A mosaic tile backsplash offsets warm calacatta quartz countertops, adding a buttery softness to the custom cabinetry and gleaming brass latches. The same warm white used throughout the trim keeps the look cohesive, but it's the details—a light-oak floating shelf, tailored cabinet “feet,” and SMEG appliances in a creamy finish—that make it feel more boutique hotel than break room. On the open shelf, scalloped plates and serving bowls are stacked neatly beside ribbed glass tumblers and grid-patterned napkins. It's functional, yes—but styled with the kind of intention that makes you want to linger, latte in hand.

Shop The Look

Cream Scalloped Plate



\$16

BUY IT NOW

SMEG Espresso Machine with Grinder



\$1,000

BUY IT NOW

Atlas Ribbed Stacking Glass Tumbler



\$10

BUY IT NOW

All in all, if the modern farmhouse era was about comfort and familiarity, this new chapter hints at aspirational living. It's less casual Sunday bake-off, more Tuesday working lunch with your literary agent—followed by a Pilates class and a stop at the florist. A far cry from silos and shiplap, it's the kind of space that feels polished without being cold, luxe without losing its soul. And that might be the real magic trick here: Joanna Gaines has pulled off a pivot from Waco farmhouse to urban-cool sophistication without abandoning the warmth that made her a household name. If this is where she's headed next, consider it her design-world equivalent of a celebrity rebrand—Joanna Gaines has gone a little bit Goop.

SHOP HODA'S ENTIRE OFFICE AT MAGNOLIA

RELATED