

The Bright, Colorful DIY World of Sugar and Cloth

For blogger Ashley Rose, a relatable voice and playful aesthetic are the keys to success.



By: [Mackenzie Dunn](#)

Published on December 06, 2017 - 8:00am EST



PHOTOGRAPHY BY JARED SMITH

***Sugar and Cloth* was named the Best DIY Blog in the 2017 Domino Design Blog Awards.**

Ashley Rose began the DIY blog, [Sugar and Cloth](#), with a recipe, an eye for DIY, and the desire to share her unique voice with others. Beginning as a passion project in 2011 and a way for Rose to keep her family and friends back home updated on her new life down South, her blog has since grown to be a chic, fabulously pink and white haven for all things lifestyle and DIY.

"It kind of evolved into more lifestyle than it originally was," Rose tells Domino. "Now we have a lot more verticals—travel, style, home decor, and home decor DIY are getting really big. I love that we now have a little bit of everything."

Filled with step-by-step tutorials for budget-friendly home hacks and tons of decadent recipes, [Sugar and Cloth](#) has a playful aesthetic, and her content comes to life through a totally relatable voice. Case in point: [A post](#) where she talks about how half the prep time for a cute holiday DIY includes waiting for the paint to dry while eating cookies. "We're no stranger to cookies around here," she admits. It's this down-to-earth personality paired with [easy-to-achieve tips](#) that keep drawing people back to the bright pages of [Sugar and Cloth](#).