



joules

The British country outfitter, Joules, was looking to make a splash in the Americas for its colorful rain gear. A hand-selected group of fashionista influencers were activated to show that color can brighten up your day... rain or shine!

Featured Posts

Navy and Red Bow Rain Boots with Joules



Tuesday, November 29, 2016 Navy and Red Bow Rain Boots with Joules It seemed only fitting to share this post on a gloomy rainy day, because this outfit is 100% rain approved! I'm outwitting the...

simplyclassic: Rainy Days with Joules



October 31, 2016 Rainy Days with Joules The light rain shower over the weekend was welcomed as I was so excited to wear my new raincoat and rain boots from Joules. Even though the weather may not...

Right As Rain



ALL IMAGES KIMBERLY J. Currently jamming out to Adele's "Right As Rain". Such a great song. Also, can we please talk about how epic her first album was? I totally forgot how good it...

The Perfect Pink Rain Boots - Art in the...



Rain isn't something that profusely showers down in San Diego. But when it does, it's reason enough to where something fun and rain appropriate. The challenges of rain aside, what makes it...