

JULIE HOUTS

MAY. 26. 2026

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PAGE 1 OF 111

JULIE HOUTS



INDIANA-BORN JULIE HOUTS STUDIED AT THE SCHOOL OF THE ART INSTITUTE OF CHICAGO, GRADUATED FROM PARSONS SCHOOL OF DESIGN, AND WORKED AS A FULL-TIME WOMENSWEAR DESIGNER AT J.CREW BEFORE SETTLING IN BROOKLYN, NEW YORK. EQUAL PARTS ILLUSTRATOR AND LAMPOONIST, JULIE EMPLOYS HER MASTERY OF FASHION ARTS AGAINST RICH, SUCCINCT STORYTELLING, RESULTING IN A TARTLY MODERN BODY OF WORK. SINCE BECOMING A FULL-TIME ILLUSTRATOR, SHE HAS TAKEN ON COLLABORATIONS WITH RENT THE RUNWAY, GUCCI, AND STYLEBOP. HER FIRST BOOK, LITERALLY ME, WAS RELEASED IN AUTUMN 2017.

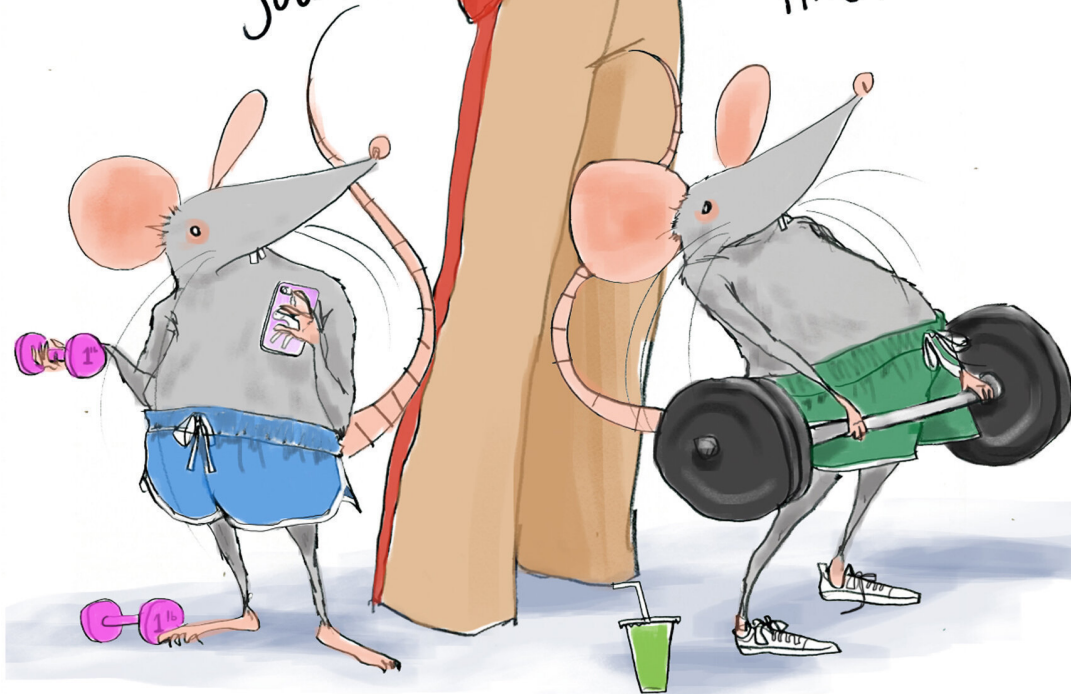
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New Year New You

(Or, New Year,
and you're
basically the
same

& that's
fine, too.)



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Charm School

Thinks preferring
oat milk is a
whole personality

Unironically LOVED
Emily in Paris —
does not understand
"why people are being
so MEAN about it."

Will not stop sending you
cute animal content

Currently loving:
throwing ear parties
for the Cowboy,
Palm Tree, &
Rainbow Studs
("They're best friends!")

organizes drawers
for fun

dresses like a
seven-year-old
on her birthday

A different
Susan Alexandra bag
for every outfit



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Hot Girl Summer Forever

Spent quarantine
in Tulum with her
"pod" of 300k people

"love summer, hate
everything else"

Realllly into horoscopes
like in a way that is
becoming troubling

- primarily posting
"take me back"
thirst traps

~*Positive ViBeZ
ONLYyY*~

Currently loving:
the new STUDS
starburst Jacket
("it just has
good energy")



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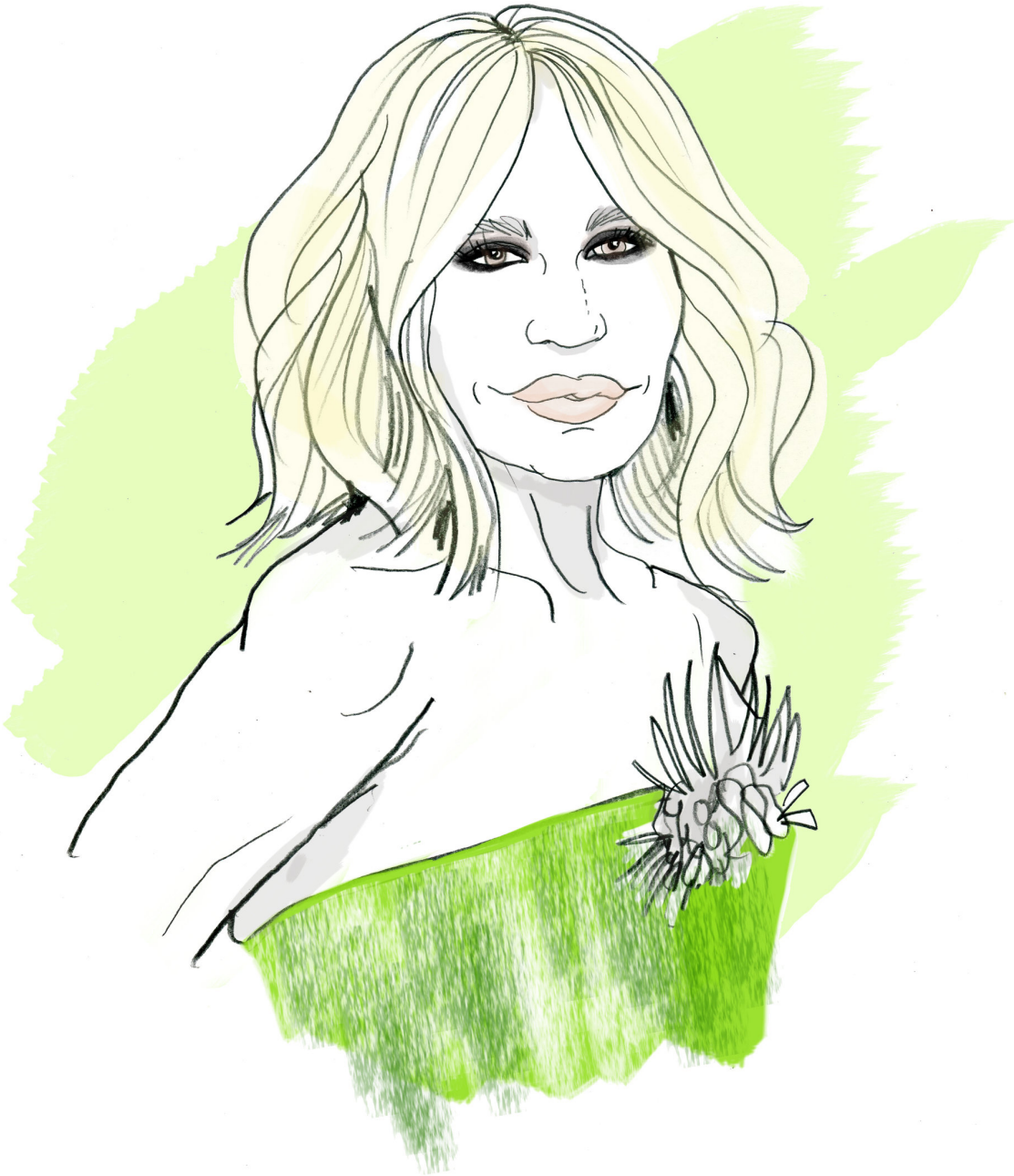
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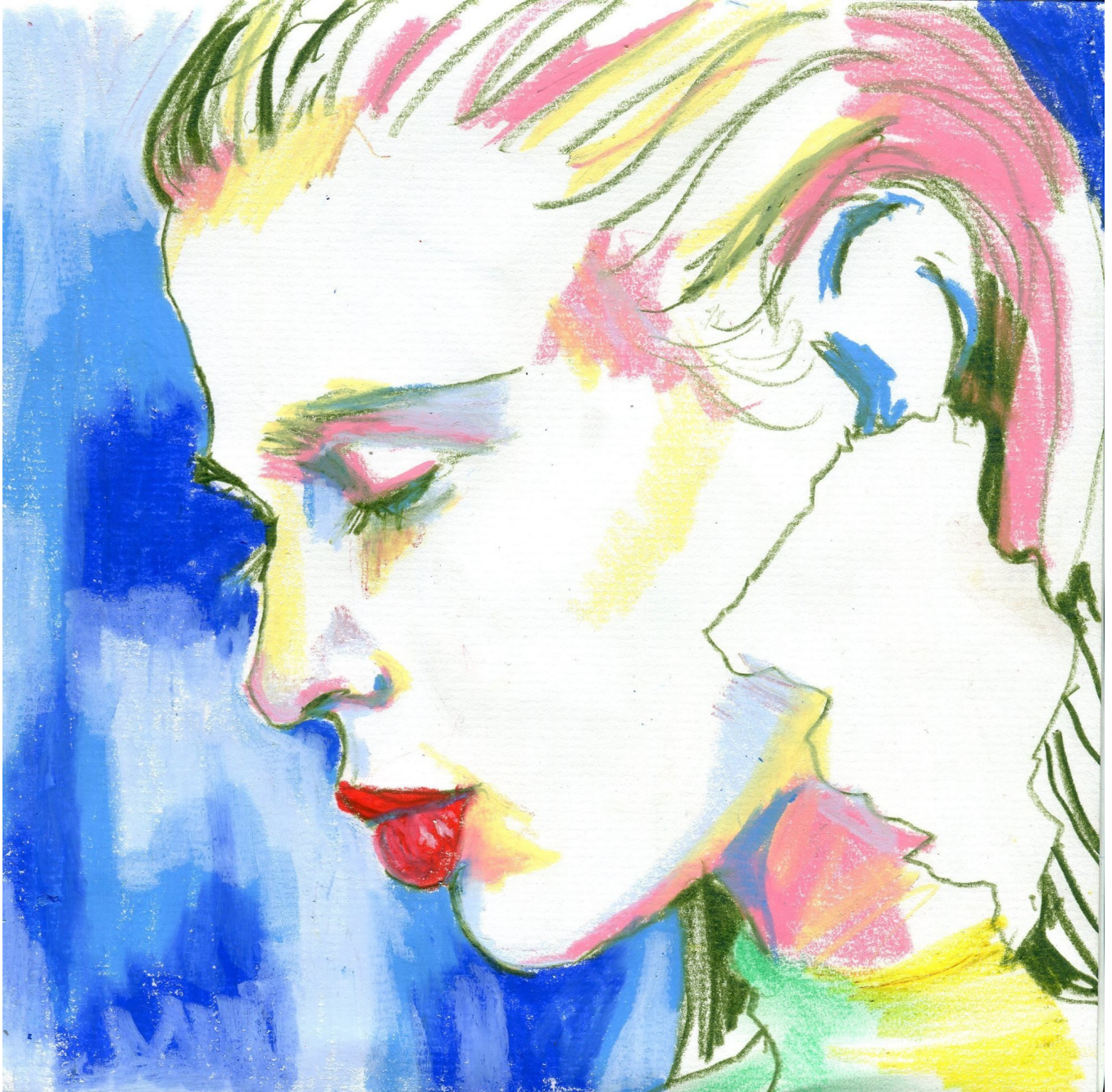
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Hot Mess Express

- iPhone is
always cracked

- Subsists mostly off
expensive tinned fish,
other people's french
fries, & wine

- many secrets,
very powerful

Currently loving:
stacks on stacks of
STUDS vintage-feel
hoops
(moderation is not
her specialty)



- cheeks are perma-
dusted with flaked
remnants of the
past four days
of eye makeup
& somehow that's
working for her

- Never without her
Juvl
(MANGO naturally)

- left you on "read",
is not sorry

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CEO of Picnics

Used entire PPP loan
to buy Ettore Sottsass
wiggle mirror

Views flower arranging
as competitive sport

Currently loving:
the new STUDS
enamel Daisy huggie
(to match her daisy
nails)



arranges still lifes
of fruit for fun

home decor is
somehow entirely
boob-themed

baked tiny flowers
into her bread for
content, threw loaf
away after.

Her nails match
her pillows, which
match her shower
curtain which
matches her bag.....

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When you're just doing you.
Being normal. Acting normal.
Doing real normal
everyday stuff.



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hello, I am business



vvvv
impt
documents!!!

When you're very busy being
very important

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When you're feeling
free to be ...
Whatever that means
to you.



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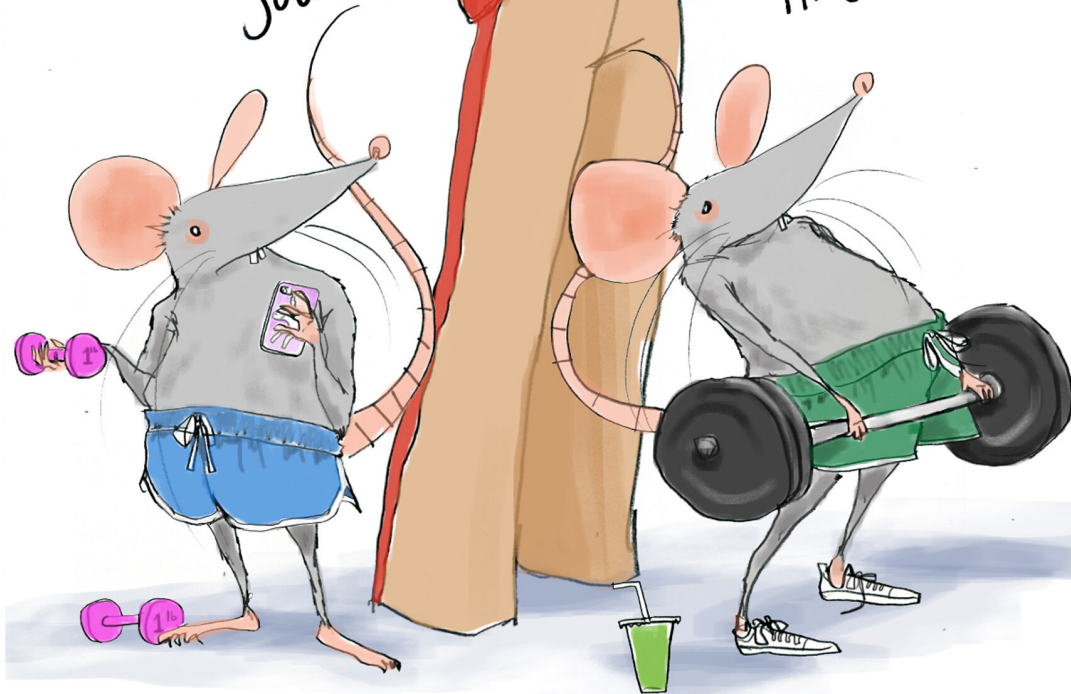
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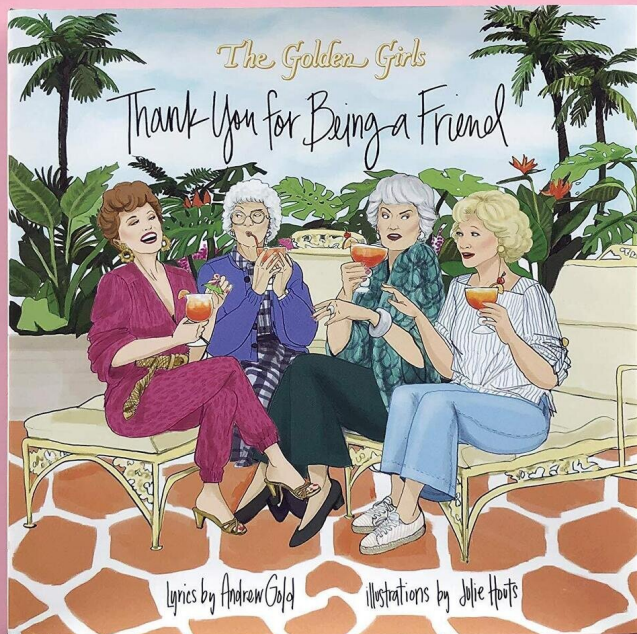
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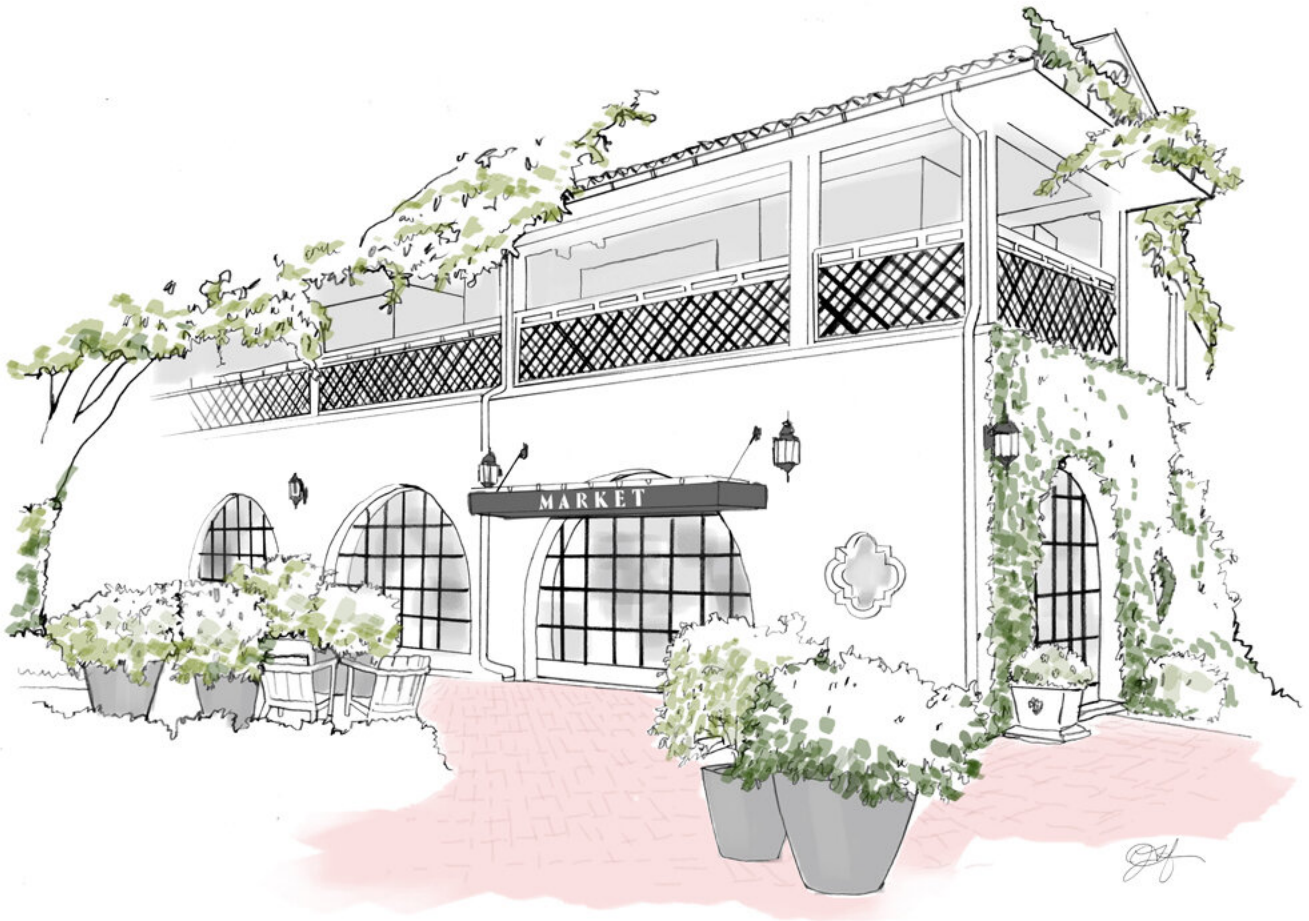
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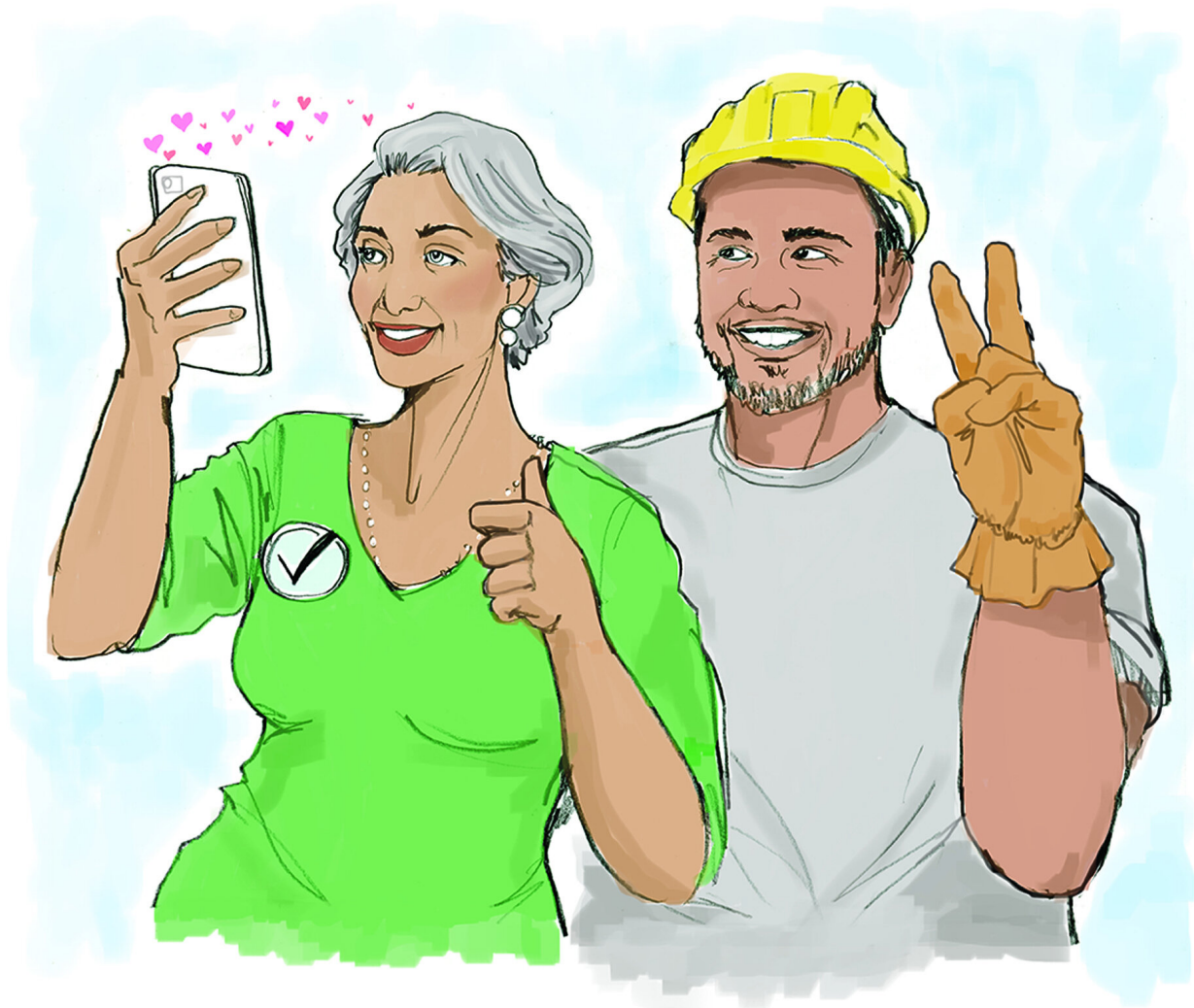
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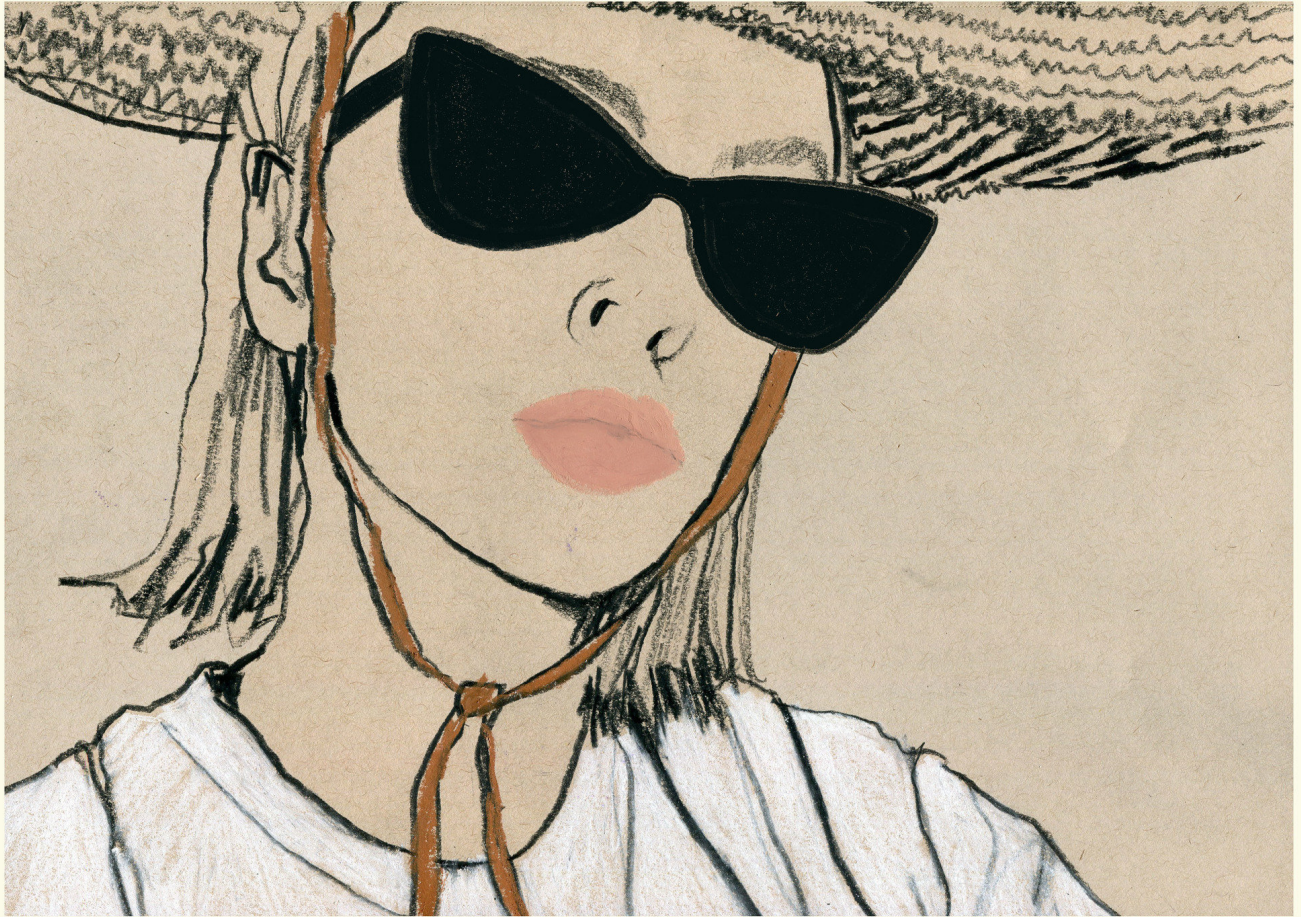
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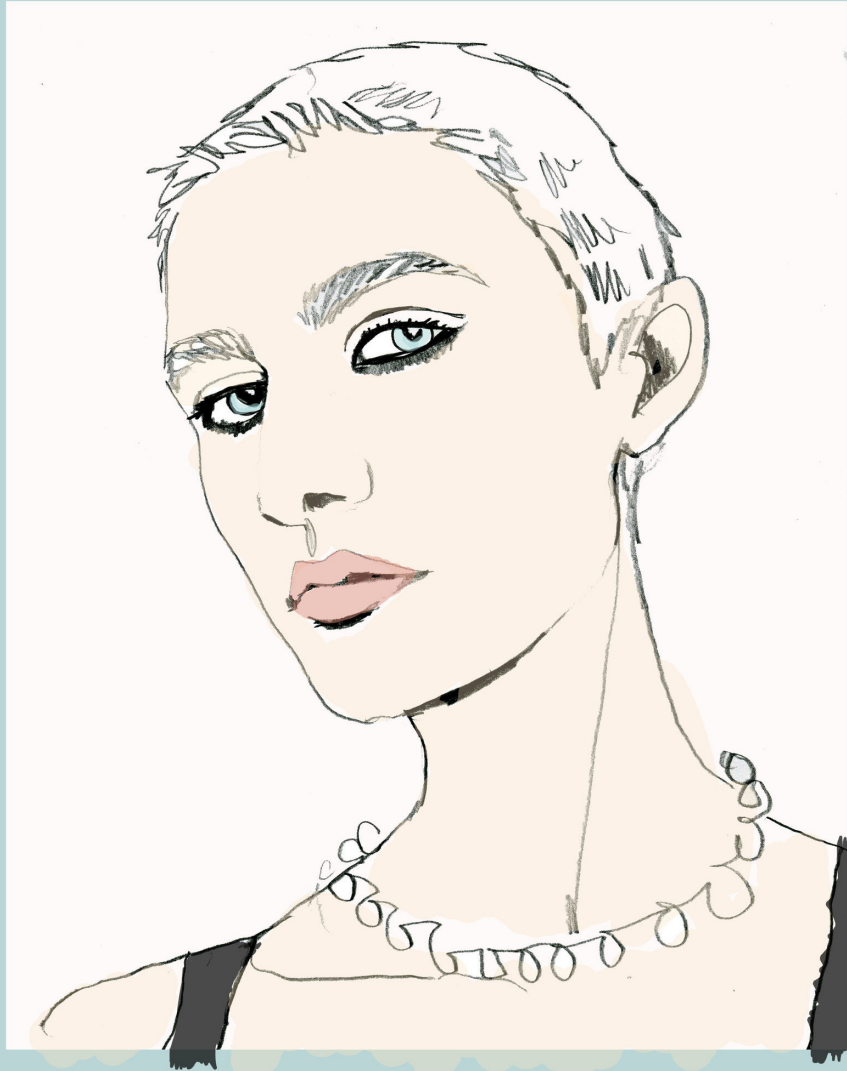
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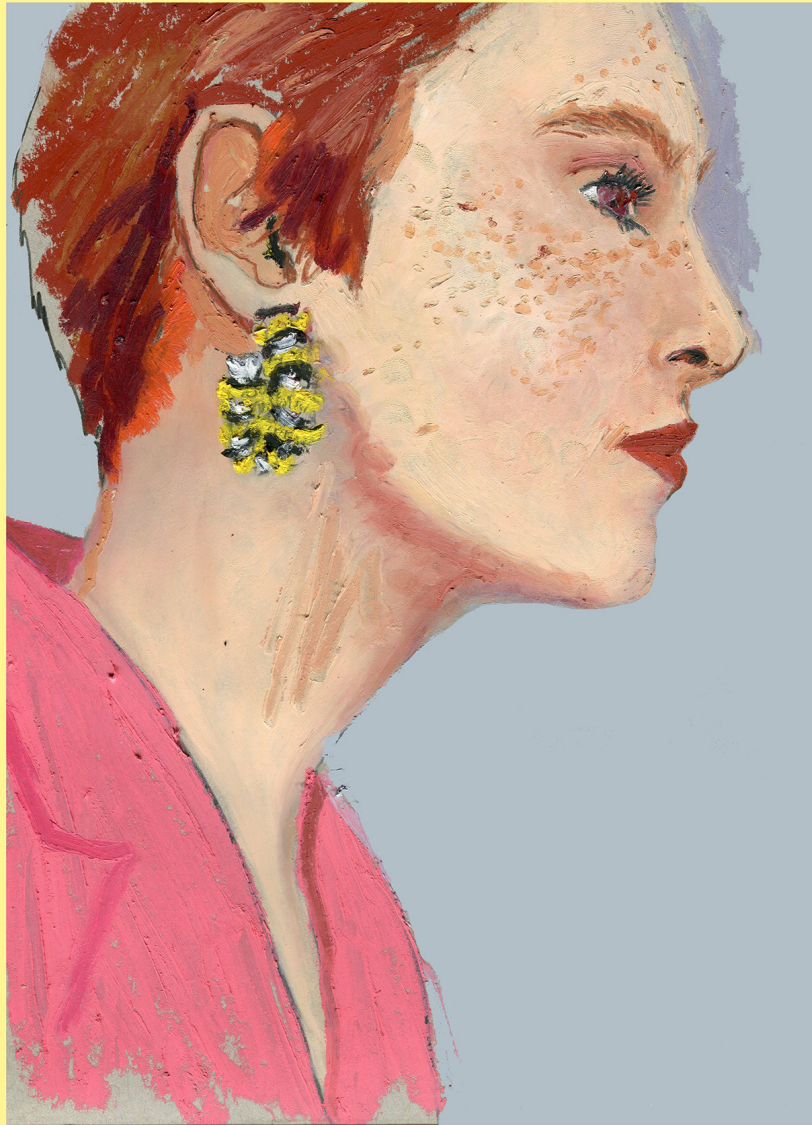
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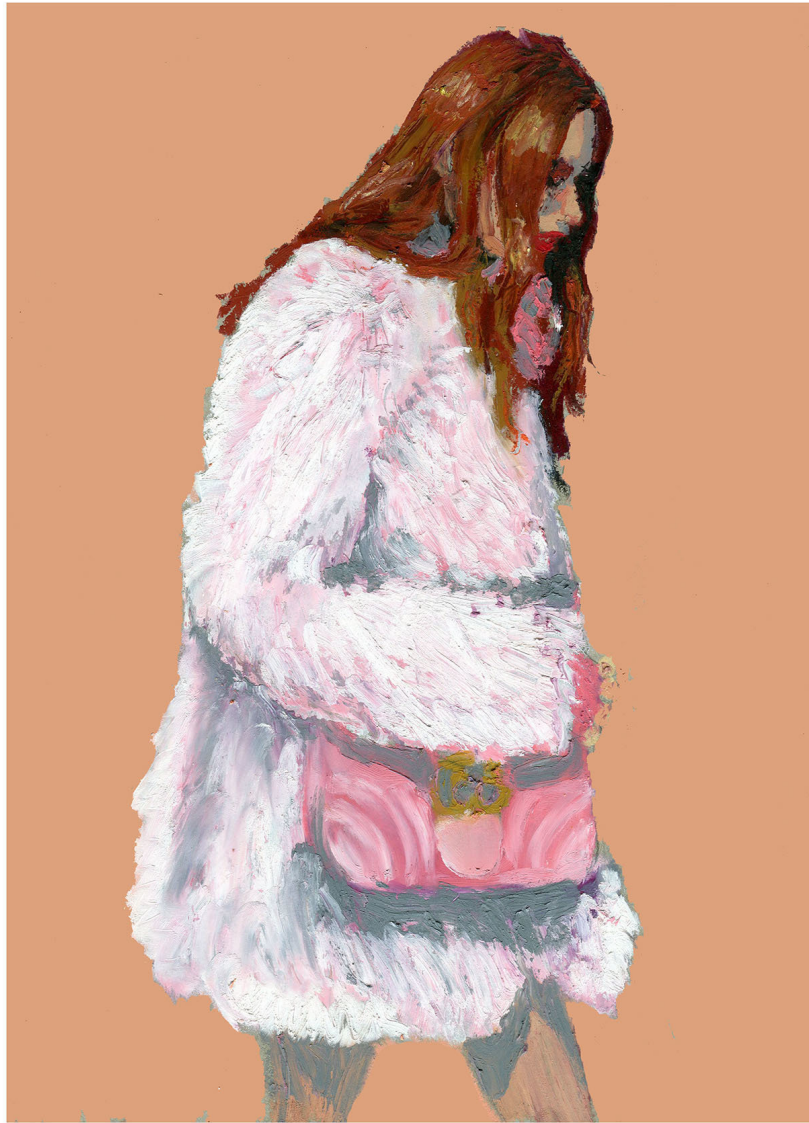
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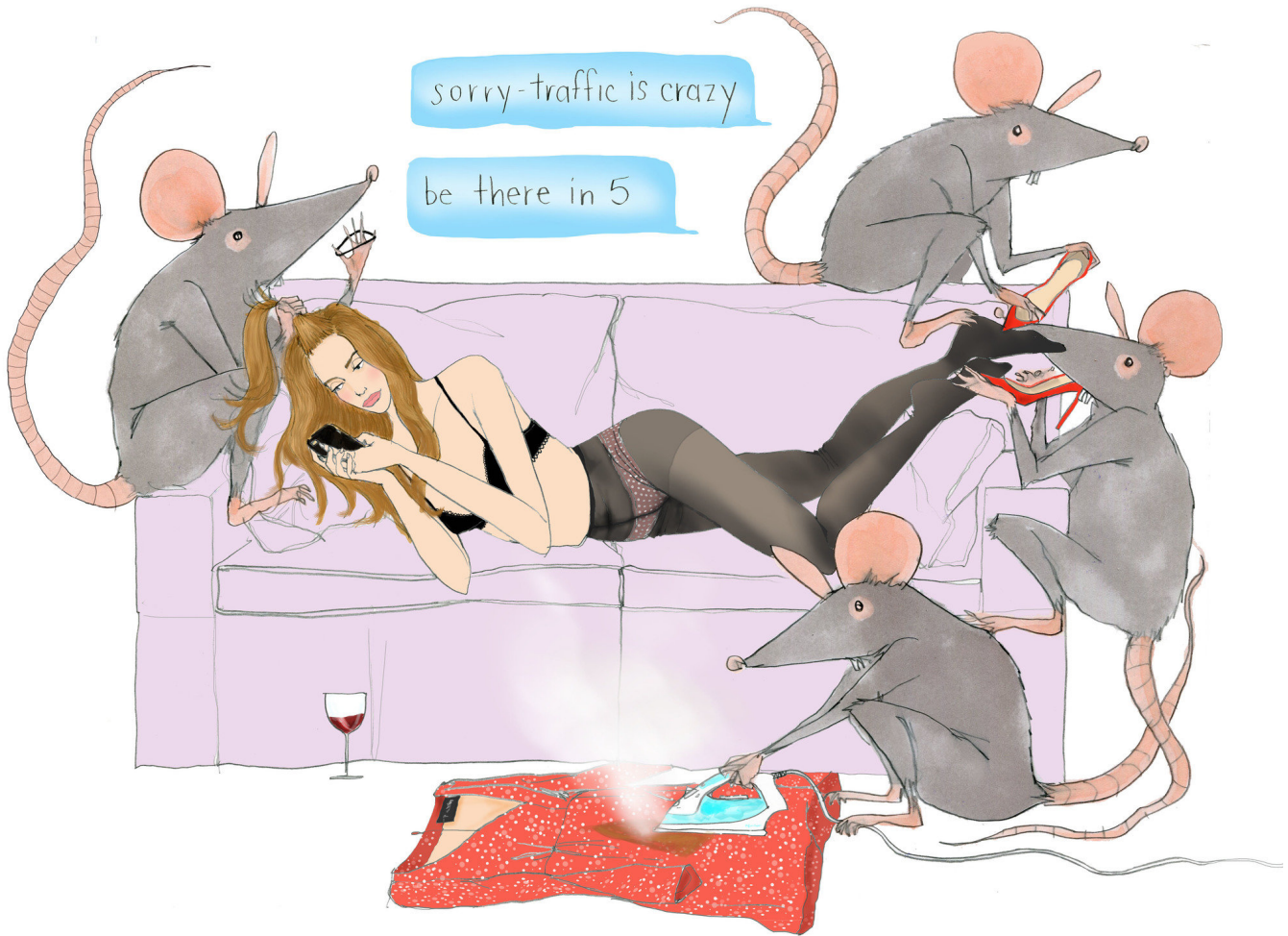
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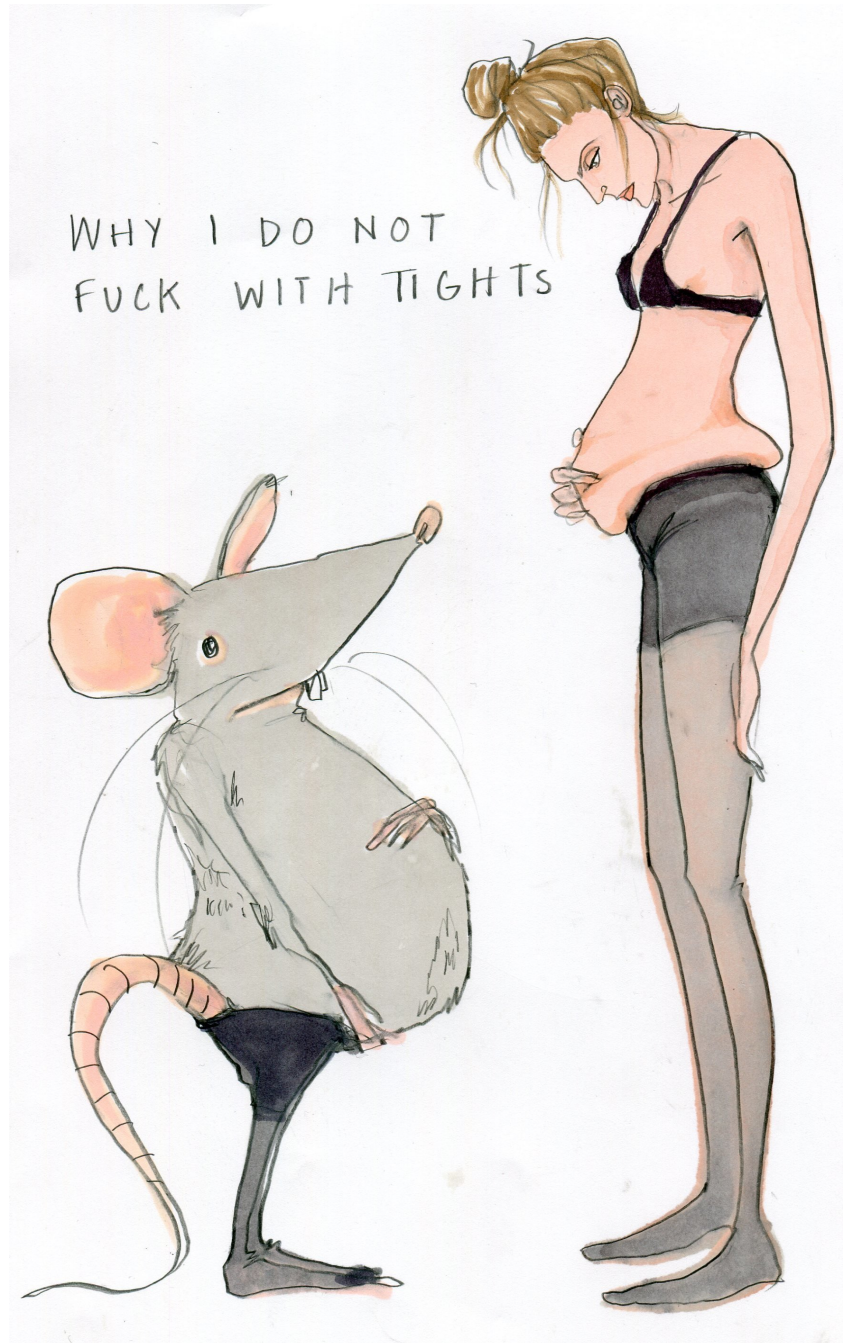
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DEAD omggggg

Lololololol

OMG

I'm literally screamingrn

Cannot breathe

Like, people are fully
staring at me I'm
laughing so hard,

OMG I'm actually
dead. Lololol



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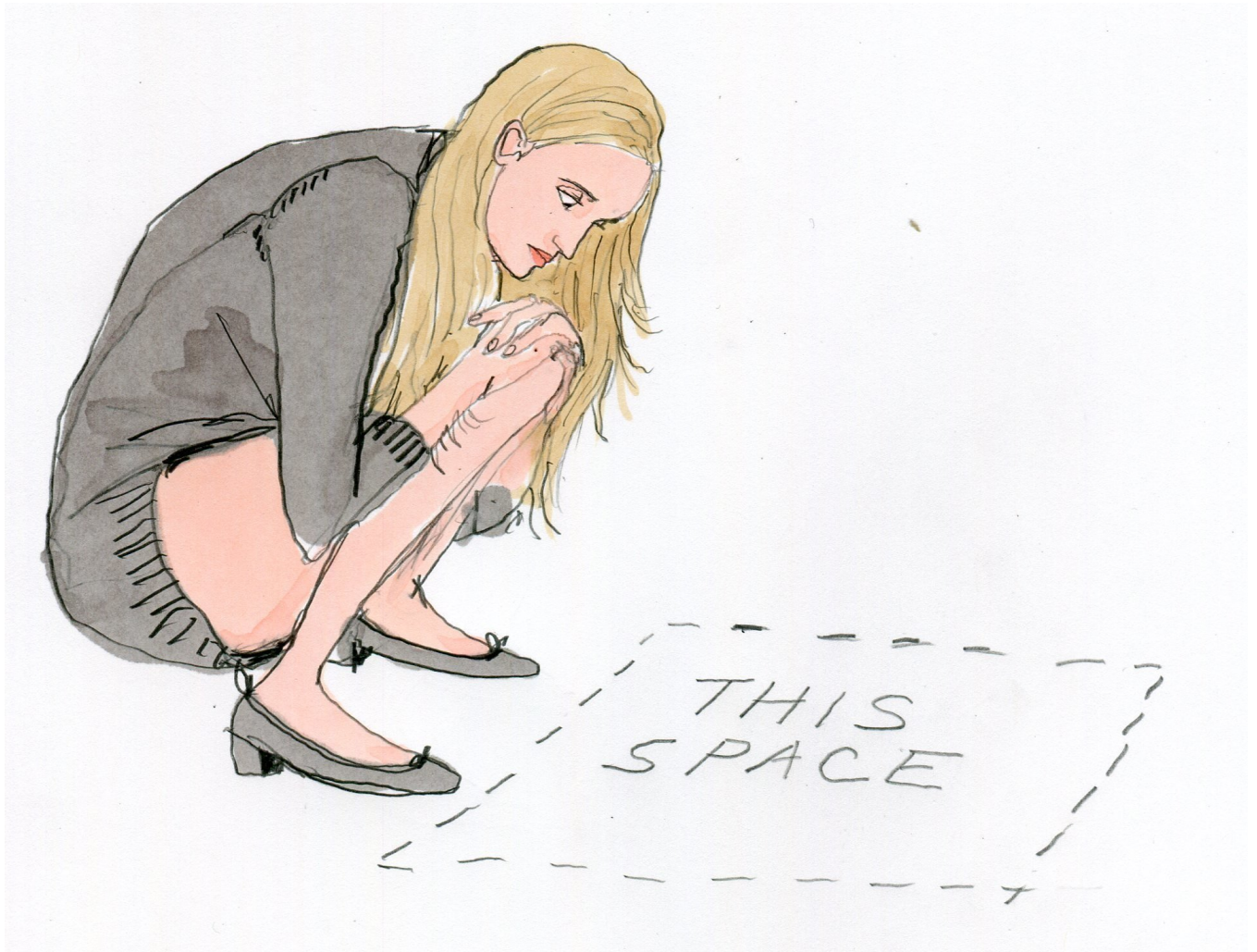
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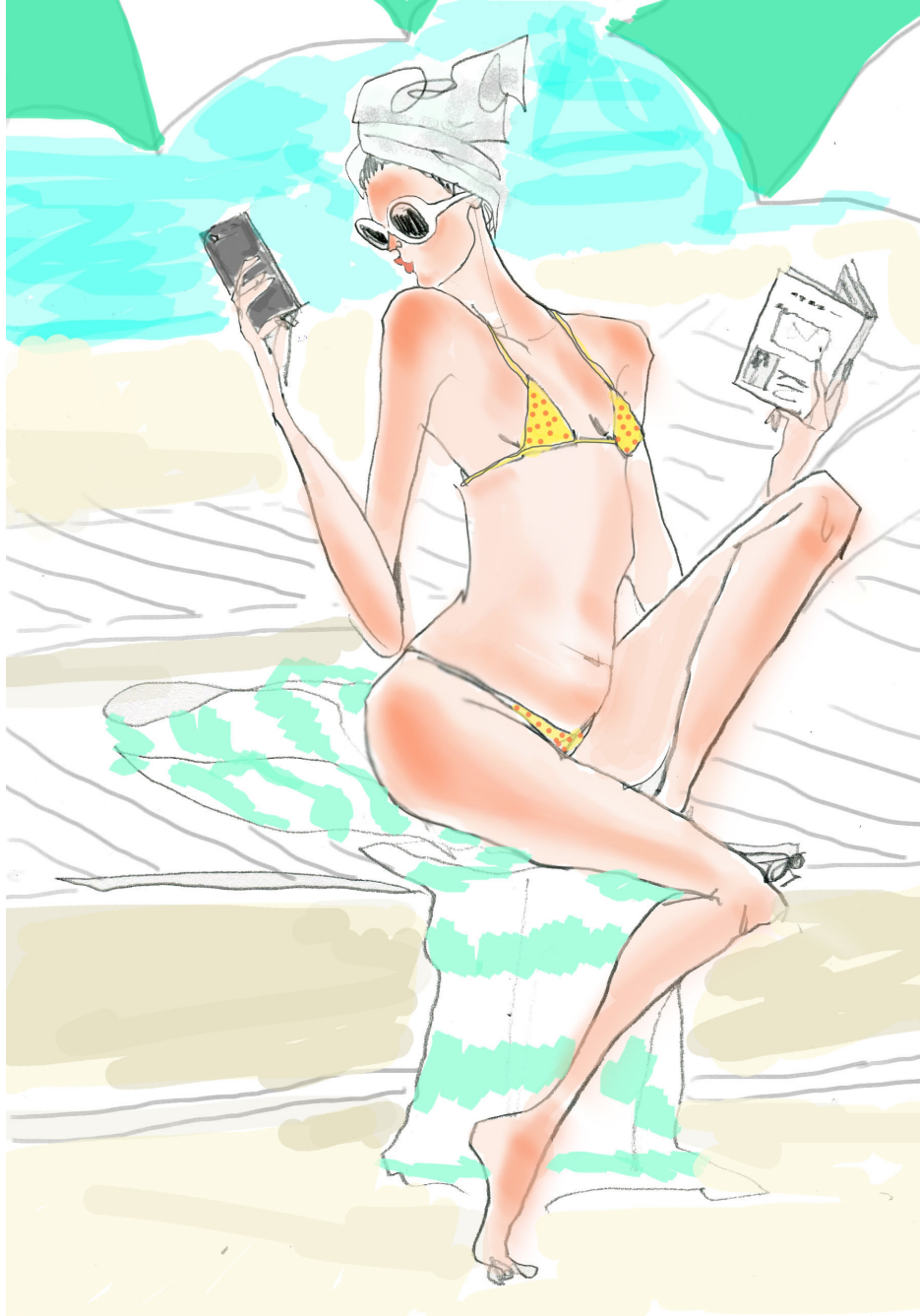
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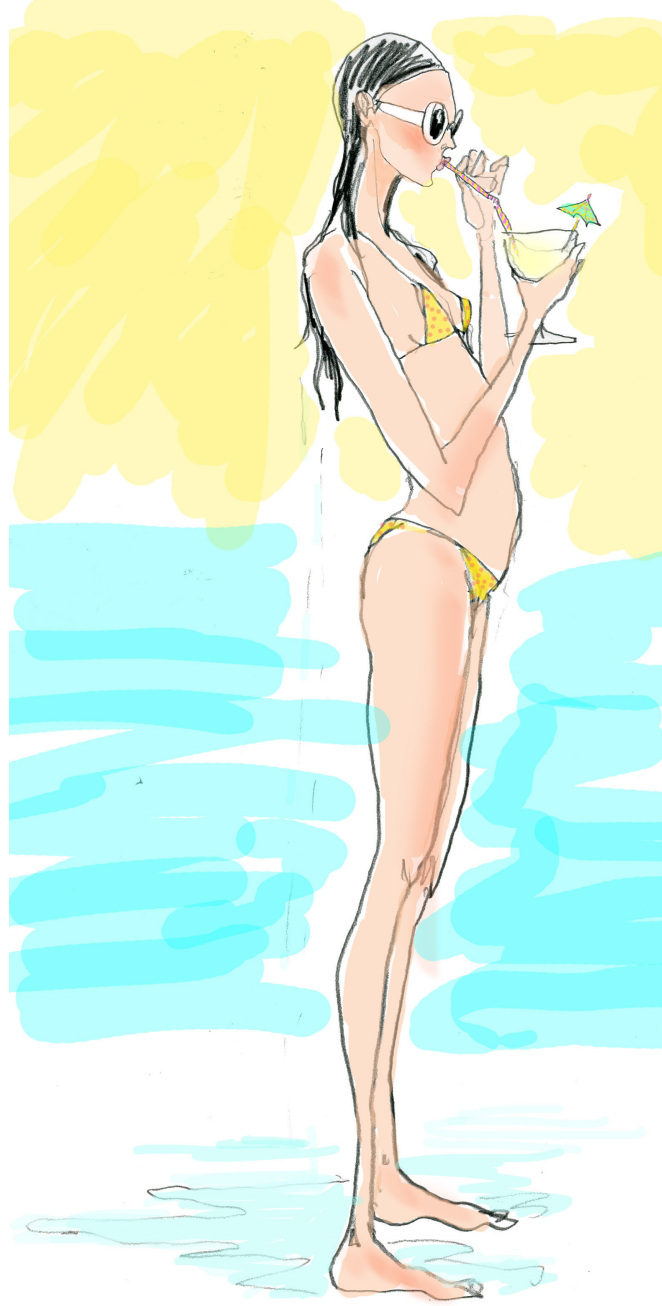
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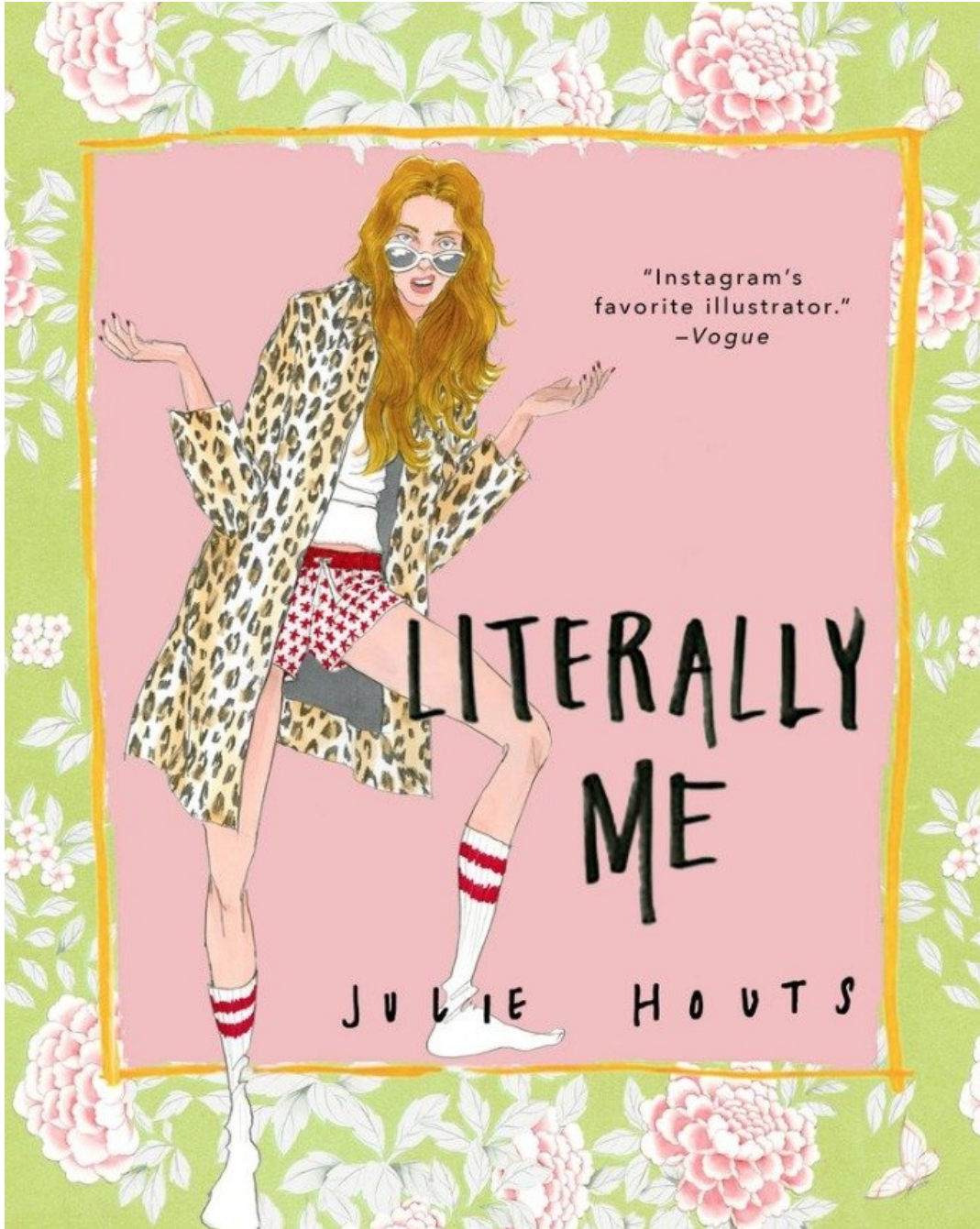
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less isn't always more



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when you're ready for Spring...



but SPRING isn't ready for you.

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RENT THE RUNWAY

What will you do with
your closet?



Reclaim your closet. Rent for every day.

30 W 15TH STREET | RENTTHERUNWAY.COM

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Welcome to your closet in the cloud.

Infinite Styles. Endless Possibilities.

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HOW I START MY DAY:

- ~~TEN MINUTES OF MEDITATION~~
- ~~YOGA~~
- ~~COFFEE~~

MENTALLY SUBMERGE INTO MY PHONE FOR TEN MINUTES UNTIL I FEEL LIKE I MIGHT HAVE AN ANXIETY ATTACK & THEN LAY BACK DOWN FOR FIVE MINUTES & LIST THE REASONS WHY I CAN'T JUST SLEEP FOREVER, THEN STAND UP.



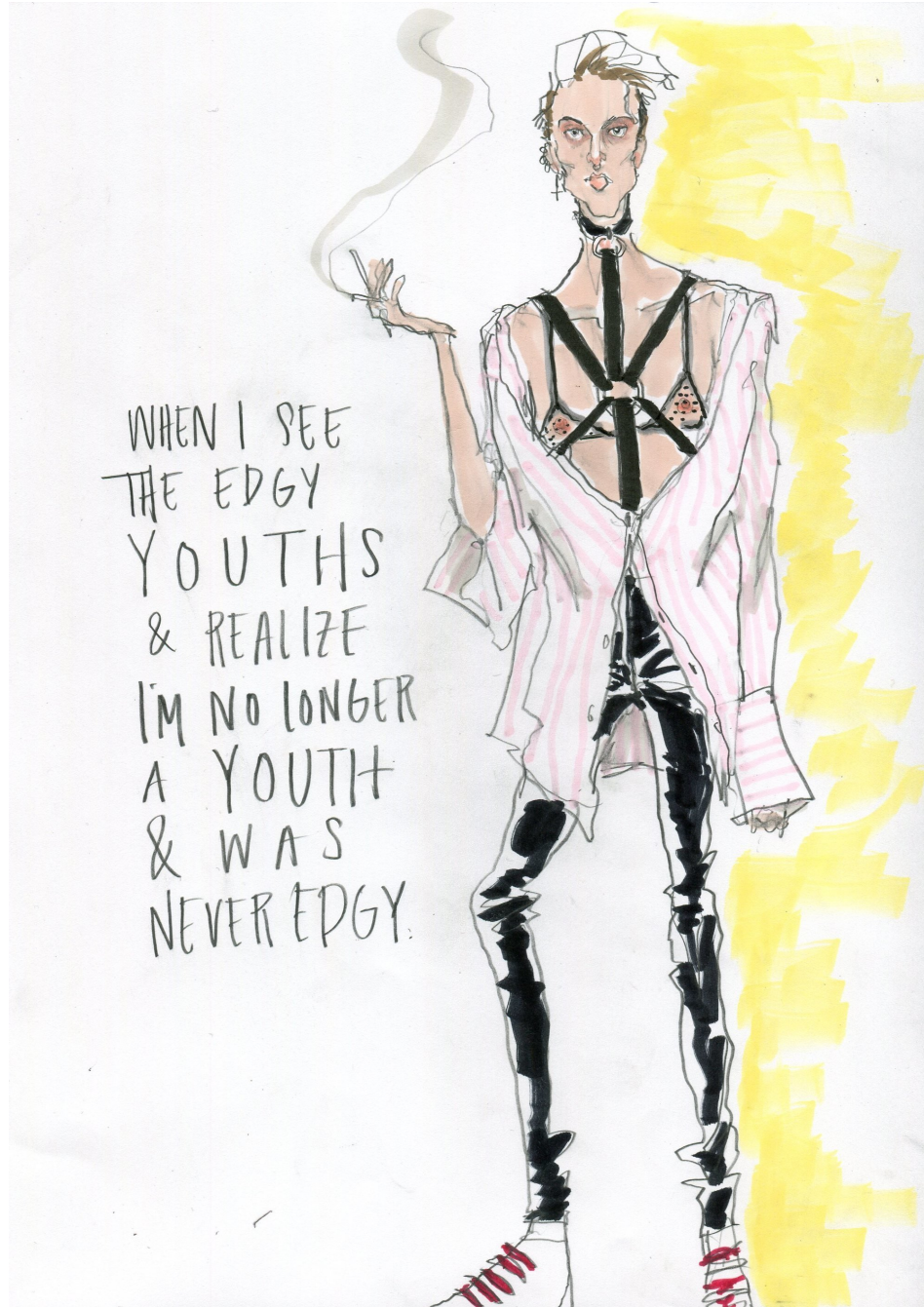
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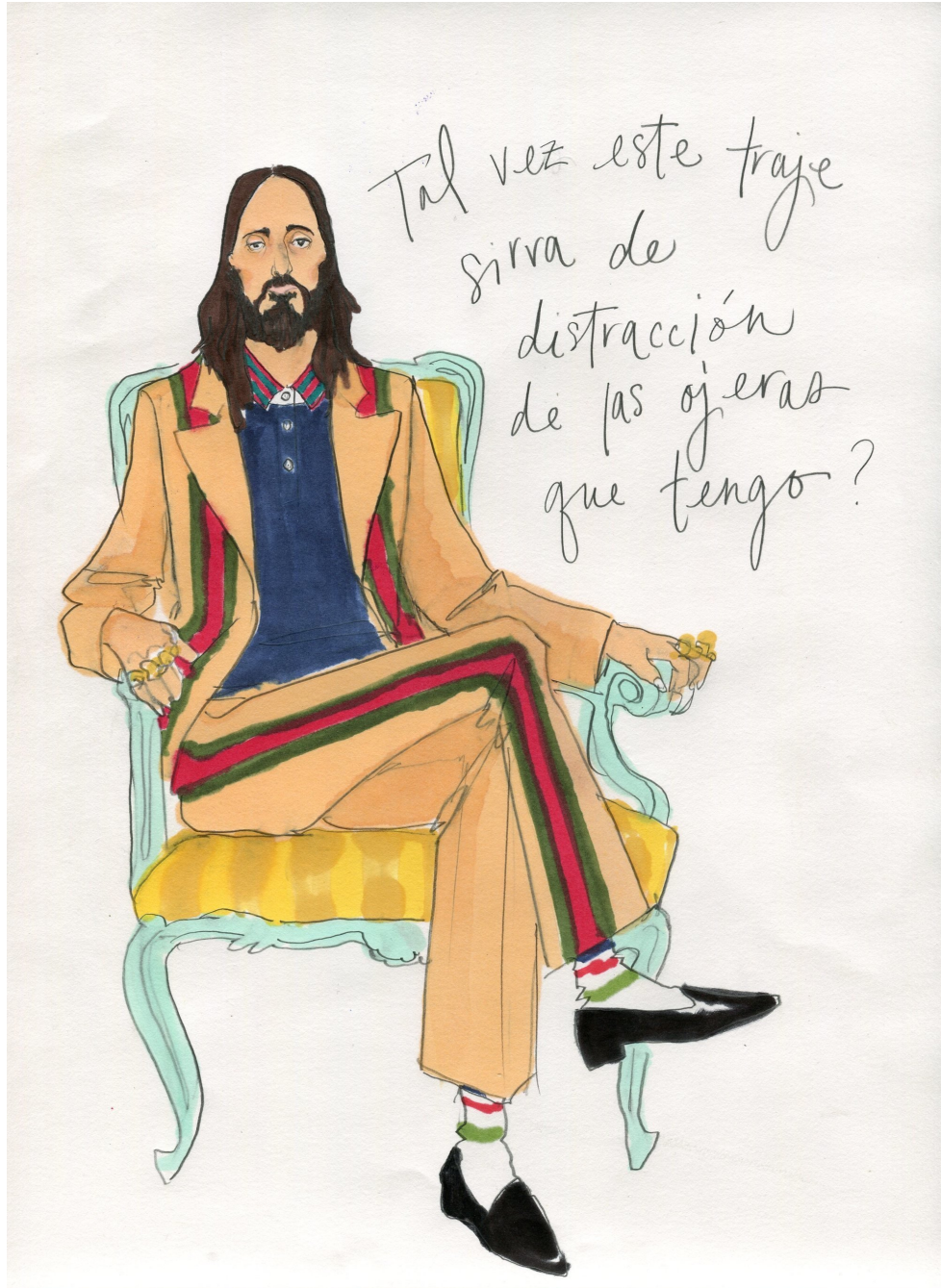
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HOW I ACT WHEN MEETING
ADULTS UNTIL I REMEMBER
THAT I AM ONE NOW TOO.

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AGAINST ALL ODDS:

A STORY OF COURAGE, PERSEVERANCE & HOPE

"WE STARTED
A LIFESTYLE
BRAND. WE LOVE
OUR LIVES & WERE
LIKE, WHY NOT?"

"ADVICE?
YOU SHOULD
DEFINITELY
FOLLOW YOUR
DREAMS."

"IT WAS HARD,
BUT IF YOU
HAVE A LOT OF
MONEY & ACCESS
TO POWERFUL
PEOPLE,
ANYTHING
CAN
HAPPEN!"

"DEFINITELY."

ELIZABETH Mc SMILE

OLIVIA VON MONEYBAGS

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TFW YOU'RE ON A DATE THAT IS SUCKING YOUR SOUL
DRY, & YOU THINK YOU'RE DONE, BUT THEN
HE ~~ORDERS ANOTHER DRINK~~



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KYLIE JENNER
STEPS OUT
WEARING
ZIP OFF CARGO
SHORTS, A
CORSET, & AN
EVERYTHING
BAGEL, CHANNELING
NEW YORK
PATAGONIA
VICTORIAN
CHIC



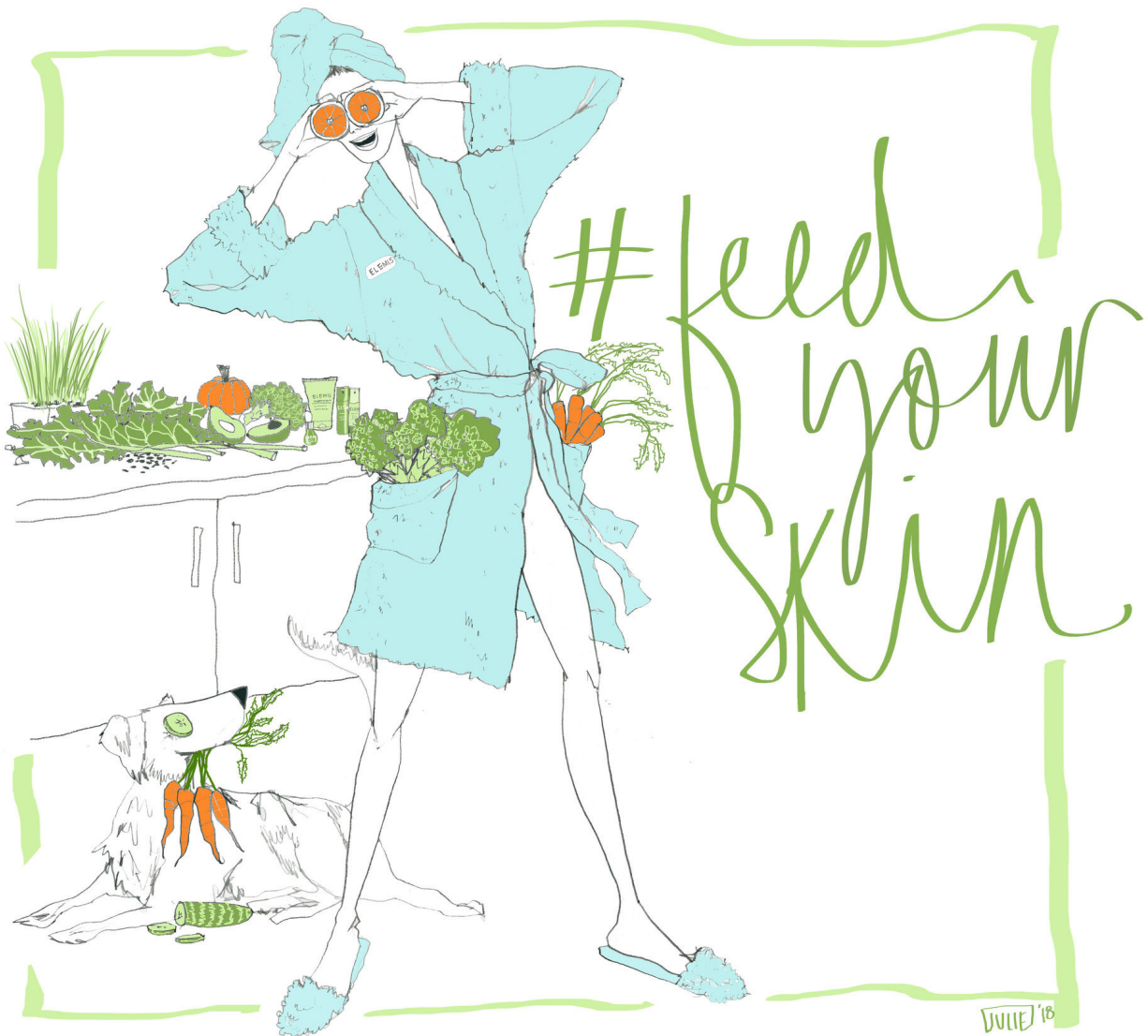
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