

# Kind Design in Mind

Jina Javier, the Mind Behind Leo by Liv3, Talks Style, Simplicity and Self-Care

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“I envisaged creating this escape and place of calm, but with a cozy at-home vibe as well.”  
—Jina Javier



**Expert:** Jina Javier  
**Credentials:** Owner and Founder, Leo by Liv3

### Step 1

• “What’s your business, and who are you hoping to serve? Hone in on your message and feeling that you want the space to create for your clients. For wellness and self-care, it should be warm and inviting—trans-seasonal fabrics like velvet and natural elements, such as living plants, help soften the environment.”

become known for being an Instagram spot because what’s the longevity in that? Create a space that feels authentic and true to your style.”

### Step 2

• “Collaborate with like-minded creatives to help bring your vision to life. I followed Solstice Interiors on Instagram and knew I wanted to work with [Founder] Katie Gebhardt. In turn, Katie introduced me to the Moniker guys. During a tour of their studios, it was pure luck that I met Janie Rochfort, who ended up creating our mural.”

**Step 4**  
• “I’m a big believer in intuitive decision-making, but sometimes, it’s good to sleep on things when choosing key items like paint colors, fabrics and materials. And when it comes to decor, don’t be afraid to alternate price-points by mixing custom pieces with high street finds.”

### Step 3

• “Design should feel timeless. Don’t be so trendy that you just

**Step 5**  
• “Consider incorporating extra feel-good touches—it’s often the little things people appreciate or notice the most. Our self-reflection postcards (a collaboration with Hatched Collective) that clients can send to themselves and the “Be Good to Yourself” decal on the floor are two great examples.”



A KonMari Method devotee, **Jina Javier** counts megahit book “The Life-Changing Magic of Tidying Up” by pro-organizer Marie Kondo as the source of a fresh perspective and the aesthetic inspiration behind her first solo business venture, Leo by Liv3. Javier, who co-owns and operates San Marcos lifestyle boutique Liv3 with her sisters, opened the design-forward nail salon and wellness space last December.

From establishing an initial concept and collaborating with designers to sourcing accent decor, beautiful spaces don’t just happen—they take time and dedication. The perfect balance of modern meets bohemian whimsy, North Park nail bar and wellness space Leo was a labor of love from concept to completion. Here, Javier shares, in her words, her top five steps in creating a meaningful business with an inviting and trendy, yet timeless aesthetic. ■



### LEO BY LIV3

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