



MEGAN LARSON

LIFESTYLE > ENTERTAINMENT

Is YouTube Becoming the New HGTV? A Deep Dive Into the Next Gen of Design Stars

The design industry’s presence on the platform has seemingly spiked.

BY KELLY ALLEN | PUBLISHED: AUG 26, 2025

Stars

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On the heels of **HGTV’s slew of alleged series cancellations** this summer, we couldn’t help but wonder: Is YouTube the new go-to source for design entertainment?

Fans of the network’s shows swiftly begged their favorite stars to migrate to YouTube upon hearing the news. “I hope you guys consider moving



over to YouTube or another platform once there is no non-compete,” one person wrote to *Bargain Block*’s Keith Bynum and Evan Thomas **on Instagram**. “You guys are the only reason we watch that channel.”

“Maybe you can do the same thing Dean and Borja did with *Saving the Manor* and create your own YouTube channel,” a fan wrote on **Farmhouse Fixer star Jonathan Knight’s Instagram announcement**. “Please do. You would have a ton of support!”

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The same requests flooded **Married to Real Estate** hosts **Egypt Sherrod and Mike Jackson**’s social media. The couple—who learned their series was nominated for an Emmy after receiving the cancellation news—**confirmed in a video** that they’re still planning their next move but will share

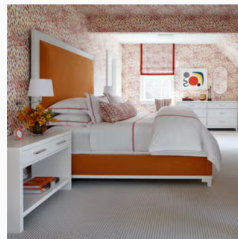
updates on YouTube. “We’re gonna be there first, telling y’all what’s next,” Sherrod said.



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On YouTube, the threat of being canceled in the sense of being kicked off-air is removed. (Though being “canceled” by the public is a different story.) Sure, views can dwindle, but design stars have more control over how long (and how often) they produce content on the platform.

Recently, the design industry’s presence on the site has seemingly spiked. For several years, **designer Corey Damen Jenkins** has been developing TV series ideas with Emmy-winning producer Rich Bye of **Goodbye Pictures**. “Some were greenlit straight to series—only to be shelved due to corporate mergers, acquisitions, and shifting programming priorities,” he says. “However, throughout that process, Rich kept his eye on YouTube.”

Jenkins continues, “He recognized an untapped opportunity for high-caliber, high-quality home design content on the platform—a gap we were eager to fill.”

So they launched **Design Reimagined**. In the first installment, Jenkins walks viewers through the process of designing different rooms in his client’s New York City apartment. In succinct episodes, ranging from roughly 8 to 20 minutes, Jenkins highlights tips and tricks of the trade and opens up about real budgets and timelines. His goal? To help viewers tap into their inner “design superhero” to create beautiful spaces for

tap into their inner design superhero to create beautiful spaces for themselves.

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We're on the cusp of something groundbreaking with YouTube.

—Corey Damen Jenkins

Home design projects and renovations make up one of the content buckets Jenkins and Bye plan to explore in the series. “While we’re keeping much of our roadmap under wraps for now (because surprises are part of the fun!), I can share with your readers that season two of *Design Reimagined* is already in production and will feature another full-scale home design project,” Jenkins says.

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Introducing Design Reimagined with AD100 Designer Corey Damen Jenkins!



So, is YouTube the new design entertainment cornucopia? If you ask Jenkins, the answer is an emphatic yes. “It’s a hot topic—I believe it very well could be,” the designer says. “That said, there are important distinctions between cable TV and what we are aiming to do. Design enthusiasts are hungry for content that feels fresh, innovative, and honest, and they want it delivered where they’re already spending their time.”

Jenkins is quick to point out that publishing to the platform also comes with a number of perks, including the ability to better sync with brand partnerships and explore audience outreach. “YouTube’s versatility offers a multilayered opportunity: for television production companies like Goodbye Pictures, for our industry brand partners, and most importantly, for our viewers and fans who are passionate about interior design and decoration,” he says. “We’re on the cusp of something groundbreaking with YouTube, and I’m thrilled that we are forging a new path on this platform.”



Jenkins isn't the only design professional focused on YouTube right now. While designer **Amber Guyton** started her YouTube page a few years ago to share an overview of her company, **Blessed Little Bungalow**, and photos of her completed client projects, she recently launched a **YouTube series** highlighting her first-ever investment property in Atlanta. "I thought it would be a great project to document from start to finish, sharing both my experienced designer and beginner investor perspectives," Guyton says.

Since doing so, Guyton's YouTube subscribers have doubled. "It's affirming to know that this type of episodic and long-form video content is of interest to my followers and the masses," she says.

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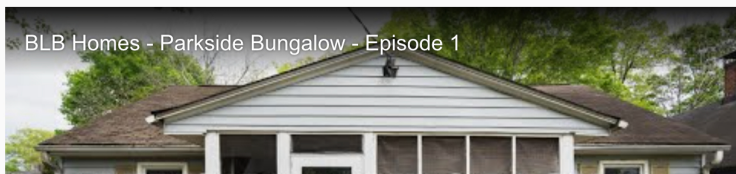
I want to share the full experience [on YouTube]... Life is not a Pinterest page. —Amber Guyton

As a designer with a few renovations under her belt (not to mention a career background in banking and mortgage), Guyton feels like she knows a lot *and* doesn't know what she's doing at the same time. "I'm approaching this experience as a student eager to learn, while also sharing the financial and emotional challenges of taking on such a project in a very unpredictable housing market and economy," she says.

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In real time, Guyton is capturing and sharing the full process—the good, bad, and ugly. That means everything from dealing with a large oak tree falling on the house to getting her renovation plan approved by the neighborhood and City of Atlanta Historic Preservation committees.





When the project is complete, she plans to continue the series by buying another investment property, with a goal of renovating and renting out one per year. “I want to share the full experience, not just the pretty after photos you see from my client projects on my website, Instagram, and YouTube,” she says. “Life is not a Pinterest page.”

Over the years, Guyton has had several conversations about a television show with production companies, networks, and talent agents, even producing a sizzle reel with one. While she hasn't been tapped for a TV show yet, she says the social media vlogging and streaming industries have exploded and are here to stay, despite TV still being important to many.

“I think many designers are seeing the networks as less important as they have their own audiences and platforms they can leverage elsewhere,” she says. “YouTube is the highest monetized of the social media spaces, and what's seen there will always feel less scripted and cookie-cutter than what is being produced on television.”

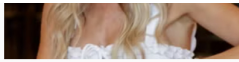
With the shift from traditional to new media comes more freedom—not just in the content focused on the ins and outs of the industry, which can be too nitty-gritty and boring for network TV. “I think the added benefit of owning your content makes it the most attractive,” Guyton says.



For viewers, YouTube also offers more variety in the design styles showcased and the caliber, from big-budget, luxury projects to more approachable revamps. There's plenty to discover, including **designer Lauren Liess's** new ***Saving Lost Cottages series*** (above). Sure, it takes a little more digging than simply flipping on a TV channel or putting on a network-established or straight-to-streaming show—but it's proving to viewers and creators alike to be *very* worth it.

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