



This great room renovation includes a new fireplace and a balance to the flooring by repeating with the wood-paneled section above.



*"The environments I create reflect the personality of the homeowner and, most importantly, create a lifestyle for them."*

BETHANY O'NEIL INTERIOR DESIGN

## Bethany O'Neil creates more than just striking interior spaces for her exclusive Southwest Florida clients—she creates the perfect lifestyle for them, as well.

As a young teenager, Bethany O'Neil would accompany her father on business meetings to major metropolitan cities throughout the United States. In addition to igniting the wanderlust in her that exists to this day, it opened an already creative mind to an endless palette of inspiration—from trendy fashion and iconic architecture to picturesque natural backdrops. But as much as her travels to places like Paris continue to stir her senses, the founder of Bethany O'Neil Interior Design also understands that there's no place like home—especially when that home is in Southwest Florida. "People come to Naples to vacation, relax and socialize; every day is like Saturday," says O'Neil, who launched her business in 1992. "I love the sun and natural light that fills homes here. Because it's a lifestyle driven by people that often leave formality behind, I find the mix of casual elegance a winning combination." So do the

PHOTOGRAPH BY LORI HAMILTON



discerning clients who call on the award-winning designer to infuse their luxury residential spaces with her signature clean, chic aesthetic that keeps colors quiet, patterns to a minimum and the customer's lifestyle first and foremost. Though O'Neil believes too much visual stimulation in a room can detract from the splendor of Naples' breathtaking coastal communities, she's not averse to reflective finishes (think mirrors, crystal and metallic) that can freshen an interior environment. "A little bling goes a long way when combined with an organic look," says O'Neil, who does projects around the country for her exclusive clientele. "Nothing goes better with blue jeans than diamonds; I design the same way."

#### UNDIVIDED ATTENTION

Over the past two-plus decades, O'Neil's invested approach has created enduring connections, one of many reasons why her

firm receives so much repeat business and word-of-mouth referrals. By learning as much about the homeowners as possible, she's able to design comfortable, functional spaces that possess substance and meaning for those who live there. "There is a lot of psychology involved in determining what makes people feel good about their surroundings—and that ultimately heightens my own awareness," O'Neil says. Along the way, her all-inclusive services cater to the most discriminating tastes. She's often the first call clients make before finding an architect and a builder. "I walk them through every phase and get involved with almost every detail—from the initial architectural design, through the construction, down to making the beds. Our clients receive a very specialized turnkey experience."

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01. A master suite and sitting room features furnishings by RJones, Van Guard, Lee and Ebanista. 02. The family room and open-kitchen concept includes furnishings by RJones, Baker and McGuire. 03. The casual elegance inherent to Bethany O'Neil's design is evident in this sitting area. 04. The addition of multiple breaks, by creating niches and adding sconces, transforms a once-listless hallway into a more popular place to congregate in the condo.

Photography by Lori Hamilton

