

SOUTHERN

FLOURISH

it's time for *fall*

TOUR A HOME IN
CHARLOTTE

GET TO KNOW
NASHVILLE

3 SOUTHERNERS
WITH SERIOUSLY
COOL LIVES

COVER STORY
THROW A FALL GARDEN

Party



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6 Charlotte CHIC

TEXT BY NATALIE KILGORE
PHOTOS BY ASHLEY STUART GOODWIN

INTERIOR
DESIGN
MAVEN BETH
KEIM SHARES
HOW SHE
TACKLED HER
OWN HOME
MAKEOVER
WITHOUT
SPENDING A
LOT OF CASH.



After helping those around her design fabulous spaces for several years, Beth Keim, owner of interior design studio Lucy and Company in Charlotte, North Carolina, realized she felt totally uninspired when she walked through her own front door every evening. She decided the time had come to redo her personal space, but she didn't want to start from scratch or risk blowing her budget. Her goal? Repurpose old items into new ones.

Her first step to a new design was picking out a paint color to set the mood for her makeover. Deciding on a color can be tough, but the right color can transform a room completely and give new direction when shopping for furniture and accessories, says Beth. For her living room wall color, Beth immediately fell in love with a bright, vibrant shade of blue; while she knew she wanted to incorporate it into her home, she also knew that such a bold color would have to work well in more than one room.













To solve the problem, she incorporated blue into her adjoining dining room in the form of cornices, and chose Osborne & Little curtain fabric, shades of orange and whimsical wallpaper to complete the space. As a result, the dining room and living room tie together seamlessly.

Beth then sold almost everything in her old living room and purchased two statement pieces, the mirrored, grey armoire and a stylish charcoal sofa. Grey is a great neutral color for any room; it almost always works well when paired with warm tones or cool tones. The bright pillows pop against the sofa, and by threading these colors through other rooms, the design stays consistent. Beth hung favorite pieces of art and photos on the walls, giving the room a personal touch. Now that her new favorite space is completed, she enjoys her bright living room on a daily basis!

Inside SCOOP

BETH'S DAUGHTER, LUCY, HAS A BRIGHT, CHEERFUL BEDROOM THAT A LITTLE GIRL CAN REALLY GROW UP IN. THE SOFT LAVENDER WALLS PAIRED WITH THE WARM ORANGE HUES PLAY OFF EACH OTHER WELL, AND THE SUNBURST MIRROR ADDS JUST THE RIGHT AMOUNT OF PIZZAZZ TO THE SPACE.



CHILDREN'S ROOMS ARE BETH'S SPECIALTY!
SEE MORE GREAT PHOTOS ON HER WEBSITE:

WWW.
LUCYANDCOMPANY
.COM



BETH'S
Top Three
PLACES FOR
FINDING
INSPIRATION

#1 CONSIGNMENT SHOPS
Antique stores, thrift
shops, and even

E-Bay stores are popping up everywhere these days! It almost seems that people are catching on to the idea that you can inexpensively and easily freshen up the old and make it new. One man's trash is truly another man's treasure!

#2 PAINT STORES
My husband and I met in a paint store; our true love of color brought us together, and we originally opened Lucy and Company as a paint studio! Over the years, I've discovered that painting a blank wall can really set the tone for the rest of a room's design, furniture choices, and accessories. Inspiration can be found in anything; a plate, a pillow, or a rug- but for my own home makeover, my inspiration began with a vibrant shade of blue I immediately fell in love with at the paint store!

#3 THE BLOGOSPHERE
Inspiration and good design can be found everywhere on the web. I sometimes find myself hopping from blog to blog and feel almost overwhelmed to see so many things I love at once. Create a folder on your computer desktop to save pictures and ideas that inspire you, and design a mood board to get your creative juices flowing!

