

W DESIGN INTERIORS

“The views and relaxed lifestyle of Naples are what energize and influence our design aesthetic.”



INTERIOR DESIGNERS
WENDY BERRY, OWNER AND PRINCIPAL DESIGNER

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Comprising a team of talented and passionate creatives and known for its timeless, elegant spaces, W Design Interiors is a fixture in the Naples design community. It has also made a name for itself as a home for art lovers, as owner and principal designer Wendy Berry herself is an aficionado. She shares, “Our travels have led us to discover many local artists. We enjoy meeting them in person, learning about their work and then using it in our projects.” It’s fitting, then, that Berry and team recently embarked on their own artistic journey: designing a bike to auction for Bikes for Tykes. Of the endeavor, Berry says, “The idea of elevating an object into

something that will positively impact the client is extremely rewarding and the heart of what we do. In this rethinking of a bike, we have undertaken a similar process. We are a team of interior designers from all different backgrounds, and we came together to make something bigger and better than it was before.” W Design’s clientele seems to echo that sentiment in their endless referrals and repeat requests. Using a variety of textures, wood tones and species, mixed metals and finishes, the firm brings to life sophisticated and serene environments in which one can escape, whether in Cleveland, St. Louis, New York, Chicago or Naples—all markets in which W Design is expanding.



Q+A WITH WENDY BERRY

Share a few characteristics your clients are seeking in your work.

They look for family-oriented spaces that give serene, spa-like energy. Our clients have busy lives and they come to us for a place to escape.

Talk about any industry setters who have influenced you.

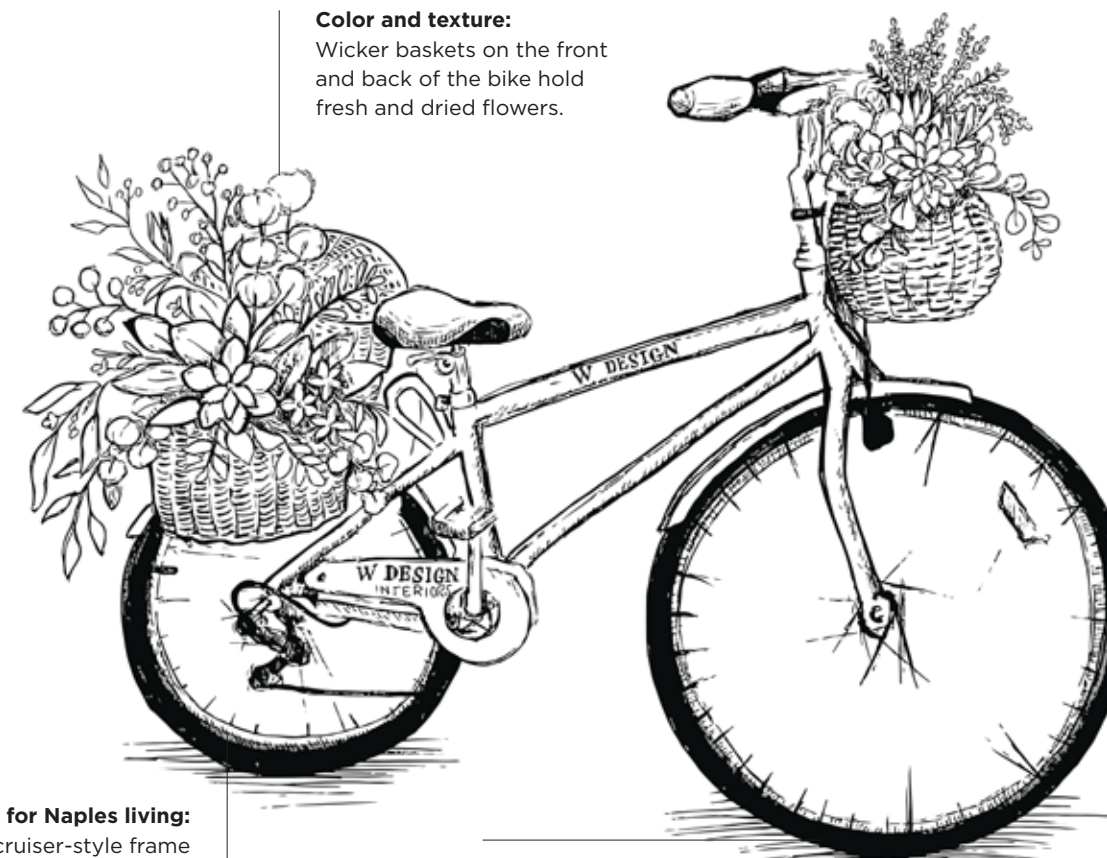
Ralph Lauren is one who has inspired me in many aspects. The fashion and design icon embodies a beautiful, elevated style that is also approachable. We strive to bring that to our clients in every market.

What feelings do you have about your first bicycle and how did they influence you on this project?

As a team, our feelings about our first bicycle includes fond memories of being with childhood friends and a sense of freedom to explore new places. Young children often reflect on their sense of self and their personalities through their color selections and decorations. With all of this in mind, we decided to give our bike a specific look that would embody our W Design “self” as a brand.

BEACH BREEZER

“This initiative provided the opportunity to give back while also sharing our passion for design—**creativity meets community.**”



Color and texture:
Wicker baskets on the front and back of the bike hold fresh and dried flowers.

Ready for Naples living:
The bike’s cruiser-style frame invites one to envision long, comfortable rides along the beach at sunrise or sunset.

International influence:
A relaxed European lifestyle vibe played the muse in this design.

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Photography Above by : Opposite by John Sciarrino