

PARTNER
SPOTLIGHT

SHERYL
BLEUSTEIN

PARTNER

Spotlight





Your Dream. My Design. Our Reality.

"There's no place like home." Dorothy said it best in *The Wizard of Oz*. Home is our anchor. It's our happy place, the one place where we can retreat after a long day. Homes are Sheryl Bleustein's specialty.

For three decades, Sheryl Bleustein, owner and president of Interiors by SBI, has been creating customized luxury spaces for her clients, not only here in Florida, but worldwide.

To grasp how she achieved the level of success she has, one must go back to the beginning of Sheryl Bleustein's story. Sheryl has always been an artist, even though she never originally

intended to use her creativity professionally. She was actually on her way to law school to become a judge before realizing her true passion for home design and decorating. It all started with her own home, an 11,000-square-foot oasis that she created and designed entirely on her own. The house was getting so much attention that people began seeking her out. Sheryl realized she possessed a raw talent for design.

At just 20 years old, Sheryl hit the pavement running and began soliciting new business. The first project that she was ever hired to do was for a wealthy client with several homes.

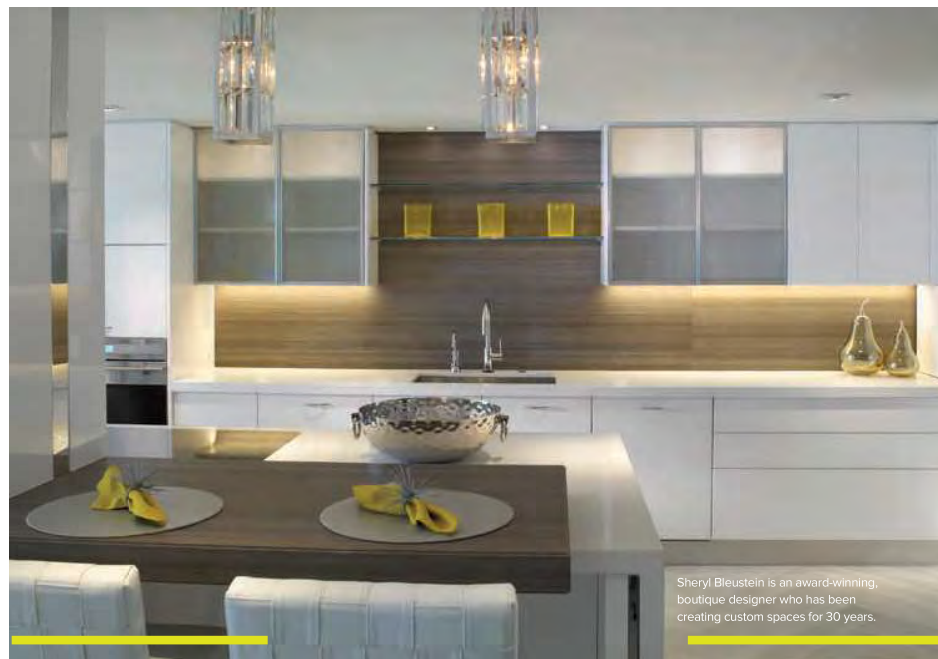
"She saw my talent and had me do all of her homes," Sheryl says. "I did her home in Miami, I did her home in Chicago, I did her jet, and I did her son's home. It all started by doing her projects, and word got around."

Interiors by SBI soon attained a long list of clients, mainly comprised of multimillionaires and billionaires, including celebrities, athletes, and high-profile executives; and earned the label of a boutique designer, meaning every element used in a project is custom-designed.

"If I use a fabric, a sofa, a color, a wallpaper, I never use it again,"

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Sheryl Bleustein is an award-winning, boutique designer who has been creating custom spaces for 30 years.

Sheryl explains. “Every client’s home, or whatever we’re doing — whether it be a condo, a jet, a yacht, whatever — is 100-percent customized.”

Before she knew it, her work was winning award after award. “I was fortunate ... but don’t get me wrong, I worked very hard. I worked 90 hours a week, as I still do. Thirty years later, and I’m still working.”

Sheryl never takes on more than she can handle, however. She has an excellent team of sub-contractors, most of whom have been with her for over 20 years. “I take very good care

of both sides — the guys that work for me and the clients that hire me.”

Though Interiors by SBI can do everything in the interior of a space, right down to the ornaments on the Christmas tree and the hand towels in the bathroom, the company also specializes in exterior areas. Landscaping, pool design, new construction ... you name it. “I have a full turnkey firm,” Sheryl says.

Something that sets her apart from most — if not all — designers is that she does not have a physical office. If Sheryl takes on a project, she will

only be found on the site of that job. “I’m the designer that has her hair in a ponytail; there is no fanciness about me. Suppose the client comes by; I’ve got sneakers on, and I’m on the roof, or I’m up in the attic checking to make sure the insulation is right. I do my paperwork at night when everyone is sleeping so I can be physically on the job during the day when the trades are working.”

Although she’s been doing this for 30 years, Sheryl never ceases to be amazed by the “wow factor” from her clients when they see a completed project for the first time. “That’s



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I really do.”

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Sheryl Bleustein was chosen to design the bedroom of the Sausage Tree Cottage for the Junior League of Miami's 2016 Showhouse at The Kampong.

what gets me through all the juggling and getting up at 4 a.m.," she says. "I juggle it all with no help. It amazes me that, after 30 years, I still have the energy to do it all."

Sheryl also has a heart for giving back to the community. She has donated to The Kampong, a National Tropical Botanical Garden in Miami, and is heavily involved in the Make-A-Wish Foundation. Sheryl and her friends have also taken it upon themselves to make PB&J sandwiches on weekends and deliver them to those in need. "If we see someone on the street who might be homeless, we just like to

stop and say, 'Hey, share a peanut butter and jelly sandwich with me.' We do that almost every week," she says. "It allows us to have girl time and do something productive for somebody else who's hungry. Nobody should ever be hungry."

Sheryl has two grown children, Phillip and Alexa, who attended college and are now living their own successful lives in New York. While she doesn't have a lot of down time, Sheryl makes it a point to exercise seven days per week. She also enjoys paddle boarding, and is an avid football fan.

"I have a blessed life; I really do," she says.

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