

# NOT SO COOKIE-CUTTER

Milton's Meghan Basinger launched a lifestyle blog into a full-service interior design firm—and this family room redesign is just one example of her custom style

BY CAROLINE VAN BAVEL

**A**s principal designer and founder of Stevie Interiors in Milton, Meghan Basinger has grown what began as a lifestyle blog she started in 2015 into a full-service interior design firm and soon to be reopened brick-and-mortar store in the new Market District at Crabapple.

"I started my early career as a journalist and PR person," she says. "After I started having children, I had a brief stint as a stay-at-home mom and then started freelance writing and also working at Project Nursery, [an online retailer for baby gifts and décor.]" It was there that Basinger learned the ropes of e-commerce



PHOTOS COURTESY OF ELIZABETH GRANGER

and launched her blog, a project which led to partnerships with different brands and sponsors, who would pay her for promotion of their products.

"It got to the point where I'd put items in my home that I liked but didn't necessarily love, and I thought why am I doing this? Why don't I try to curate something of my own?"

Basinger used the skills she obtained at Project Nursery to create Stevie Interiors, initially an online shop that operated out of her home. The sales response and the growth rate of the business led to a physical store which opened in spring of 2021 beside Milton's restaurant in Crabapple. Though the store is currently closed as Basinger and her team continue to focus on interior design clients, a reopening is planned for late 2023. When they return, shoppers may note a much more curated selection compared to previous offerings.

"I'm really focused on finding smaller makers that feel a little more unique," Basinger says. "I want to be much more intentional with what we bring in."

A curated, intentional approach brings us to Stevie Interiors' New Heights project in Milton, a standard "cookie cutter" build in which the client's main request was making the home feel more custom. Basinger and her team transformed the client's family room into a modern, soothing refuge by creating drama, adding texture, and redesigning the fireplace.

"The windows and the height of the room were really the main attraction," Basinger says. "We wanted to lean into that and achieved it with drapery and a stunning light fixture."

That light fixture alone ended up generating multiple requests for the firm once the project was posted online. The redesign concept also included a complete fireplace makeover that brought more texture into the room.

"The built-in shelving was there, but we added lighting above them and a textured wallpaper inside the shelves," she shares.

In an area where traditional, Southern design is standard, Basinger aims to make Stevie Interiors projects stand out. "We are all about a modern, transitional style with warmth, organic texture and layers," she says.

The New Heights project is just one example of how Stevie Interiors' achieves this goal. *NGL*



**TO REVAMP THE SHAPE OF THE FIREPLACE**, which originally lacked personality and height, Basinger says that they didn't want anything that "felt too in-your-face trendy and fun for a couple of years that you then outgrow." The firm designed a curved, custom shape with a plaster finish that goes all the way to the ceiling.

**ADDING A LARGE-SCALE LIGHT FIXTURE** to the room achieved the desired goal of warmth and texture and also adds visual interest to the room. It combines a modern shape with soft curves to help draw the eye upward.



**THE COFFEE TABLE** is another element that helped achieve the look they desired for the overall space: "We hadn't actually seen this one in person before we sourced it, and when it showed up we were obsessed," Basinger says. Made primarily of wicker and teak (and available to purchase at [stevieinteriors.com](http://stevieinteriors.com)) the table has proven to be very forgiving—an important feature with two young boys living in this home. I'm told that ninja moves have even been performed to test the durability of the table—a true testament to the resilience!

**THE INSTALLATION OF CUSTOM DRAPERY** over the room's floor-to-ceiling windows created a jaw-dropping effect that softened the large-scale windows while still adding an element of grandeur. "You can't deny that that's what the room was missing," Basinger says.

