



Visions Realized

Paying mind to every detail, **Thrive Interior Design** brings clients' visions to life

In sixth grade, Julie Roberts realized she wanted to become an interior designer when she saw a program on TV that visualized a career that, for her, was truly innate.

"I was always drawn to creativity," says Roberts, RID, ASID, principal and CEO of Thrive Interior Design. "I was the kid constantly moving furniture around my room to see how I could make it better."

This careful attention to detail is now reflected in each of her firm's projects—whether a new build, full remodel, or furnishings design—and a background in collaborating closely with architects ensures each detail accounts for how clients will live in a space. Roberts and her team handle everything from space planning to furnishing procurement and final installation.

"Everything fits exactly how it should," she says. "We carefully document everything down to the grout color. We prepare on the front end so that there are fewer problems on the back end."

Complementing her thorough process is empathic design that comes naturally to Roberts, whose every creation is infused with identity. For one couple moving into a home overlooking the Hill Country, she incorporated their rustic background into a modern space. Hair on hide chairs in the living room contribute rusticity while bright yellow wallpaper embodies the clients' bubbly personalities.

With a portfolio that contains a myriad of design styles, Roberts and her team believe that design is more than an aesthetic. It's a feeling that's created.

"Your home should evoke the emotions you'd like it to," says Roberts. "It's important that the space you live in makes you feel good."

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TOP, FROM LEFT: A neutral color palette and abundant natural light bring calm to an open kitchen and dining area. Julie Roberts, RID, ASID, Principal and CEO. Yellow accents liven up a cozy space. **MIDDLE:** Personalized elements, such as hair on hide chairs, add a rustic touch to an otherwise modern living room. **BOTTOM, FROM LEFT:** Expansive windows provide insight into the greenery below, allowing for meditative calm. Rich wood, dark walls, and curated novelties contribute to a masculine atmosphere. Photos by Avery Nicole Photography.