



Toni Sims

INTERIOR FIRM AND DERRICK BUILDERS
CUSTOMIZE CLIENT DREAMS

by Brian Libby



When Orlando interior designer Toni Sims was a teen, she remembers thinking she wanted to pursue a career in accounting. As the daughter and granddaughter of entrepreneurial artists, Sims grew up in a highly creative environment and developed an eye for balance and scale. She ultimately followed her creative heritage and developed a career in design.

Today she heads Toni Sims Design Studio, and is the lead designer for Derrick Builders, one of a select few home builders Disney handpicked to build at Golden Oak--its luxury resort community inside Walt Disney World. "Orlando has been a great place to raise our family and grow our business, people here are friendly and welcoming," Sims says.

Sims possesses an acute vision for color and the ability to blend modern and traditional touches effortlessly, which create a sophisticated yet inviting home environment. "It's vital to communicate with my clients to draw out of them the type of living space they want to create," Sims says. "My job is to help my clients translate their own personality and lifestyle into wonderful living spaces within their homes."

A San Francisco Bay Area native, Sims and her family took quickly to the Florida way of life. "Florida has a peaceful resort-like feel to it," Sims says. "The joy for me comes in balancing the elegant with the casual. And of course being from California I bring a fresh perspective to each of my projects. I do love the Santa Barbara look and feel. It's natural and organic and uses many interesting finishes and textures that keep your interest over the years."





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Sims and her colleagues at Derrick sought that same relaxed natural sophisticated balance in designing the estate model home for Golden Oak. “We knew we wanted to showcase a blend of authentic textures and patinas while incorporating some clean updated lines purposefully placed within the overall design. There were times in the process that we really meticulously considered each selection in order to not tip the scale of the style too far one way or the other, we wanted to keep it interesting but never imposing.” ♡