



The Astrid

by: **ETHO INTERIORS**

Transforming Spaces. Elevating Experiences.

August 2025

Project Vision & Objectives For The Astrid

Vision

To craft Steamboat's first true luxury retreat where Western warmth meets modern sophistication, creating an unparalleled guest experience rooted in comfort, elegance, and place.

Key Goals

- **Celebrate Local Identity:** Infuse the design with tactile, natural textures that honor Steamboat's heritage and environment.
- **Set a New Standard in Luxury:** Introduce market-leading amenities such as a refined ski lounge, attended gear lockers, vibrant bar, resort-style pool, and around-the-clock service.
- **Enable Seamless Operations:** Design intuitive back-of-house flows that support efficiency without compromising guest experience.
- **Build for Longevity:** Establish a timeless design language that sustains long-term return on investment.
- **Champion Ethical Sourcing:** Curate materials and products that embody ethical elegance and responsible craftsmanship.

The Opportunity

This project is more than a development. It is a chance to define how people live, connect, and experience beauty in Steamboat Springs, Colorado for generations to come.

With its scale and visibility, it has the power to set a new benchmark: not only in design, but in how spaces can embody identity, purpose, and legacy. Buyers, especially when considering options that are defined by their natural surroundings, care about the environment and ethical choices.

Etho Interiors is positioned to translate this vision into an environment that resonates deeply with buyers, elevates daily life, and becomes a touchstone for what thoughtful, future-focused design can achieve.



Terrell Sherman

Terrell Sherman, Co-Founder and Head Designer at Etho Interiors, brings over three decades of leadership in high-end residential design and international business. With expertise spanning bespoke luxury homes, German-engineered kitchens and baths, and large-scale property development, Terrell is a seasoned authority in both design and execution. A serial entrepreneur with a proven track record of launching and scaling successful ventures, she directs projects with precision and vision—from initial concept through flawless delivery. Her approach blends timeless craftsmanship with strategic pragmatism, ensuring every space performs as beautifully as it inspires.

Veteran design leader — Over 30 years shaping luxury homes, kitchens, and baths with precision and artistry.

Entrepreneurial expertise — Founder and co-founder of multiple successful ventures, uniting design innovation with business strategy.

Luxury specialization — Recognized authority in bespoke residential design and German-engineered kitchen and bath systems.

Holistic leadership — Guides projects from concept to completion, marrying artistry, functionality, and enduring value.

ETHO INTERIORS



Diego Olivero

Diego Olivero, AD100 honoree and founder of Diego Olivero Studio, transforms ancestral craftsmanship into contemporary elegance. Driven by a deep cultural intelligence and social design ethos, he partners with artisans globally to create emotionally rich, sustainable interiors and objects—recognized with international awards for both artistry and impact.

Globally-recognized creative force—Guatemala-born and now Brooklyn-based, Diego blends modern design with ancestral craftsmanship and social impact.

Awards and global acclaim—AD100 honoree; winner of the Public Medal at the 2018 London Design Biennale; Best of Tabletop at NYCxDDesign 2023.

Design ethos rooted in cultural preservation—Transforms traditional artisan techniques (weaving, ceramics, glass, woodwork) into modern expressions, collaborating with makers across Latin America and beyond to amplify heritage and sustainability.

Real-world impact through social design—Founded Meso Goods in 2010 to create sustainable economic opportunities for artisan communities; continues traveling globally to foster partnerships and preserve craft traditions.

Terrell x Diego



At Etho Interiors, Diego Olivero and Terrell Sherman are the creative force behind The Astrid. Diego's globally acclaimed design sensibility—blending rich cultural influences with sustainable craftsmanship—pairs seamlessly with Terrell's seasoned leadership and luxury home expertise. Together, they united style and strategy, delivering a project where bold, artful interiors met precise execution, setting a new standard for elevated mountain living.

We would be delighted to share portfolios and additional work samples to further illustrate our approach and expertise.



Partnering with the right vendors

TRUSTILE



EMTEK

JSM

FERGUSON

LIGHTING INC.
SINCE 1959



EDGE
CONSTRUCTION


NORTHWESTERN
MILLWORK

salto 


iluminación

ETHO INTERIORS

Exterior Spaces

The Collaboration

Etho Interiors collaborated with leading architects to craft an elevated ski-in/ski-out experience that embodies the magic of the mountains—meticulously designed at every touchpoint. Together, they shaped architectural flow, wove the design into its natural surroundings, and created spaces that adapt seamlessly to seasonal living.



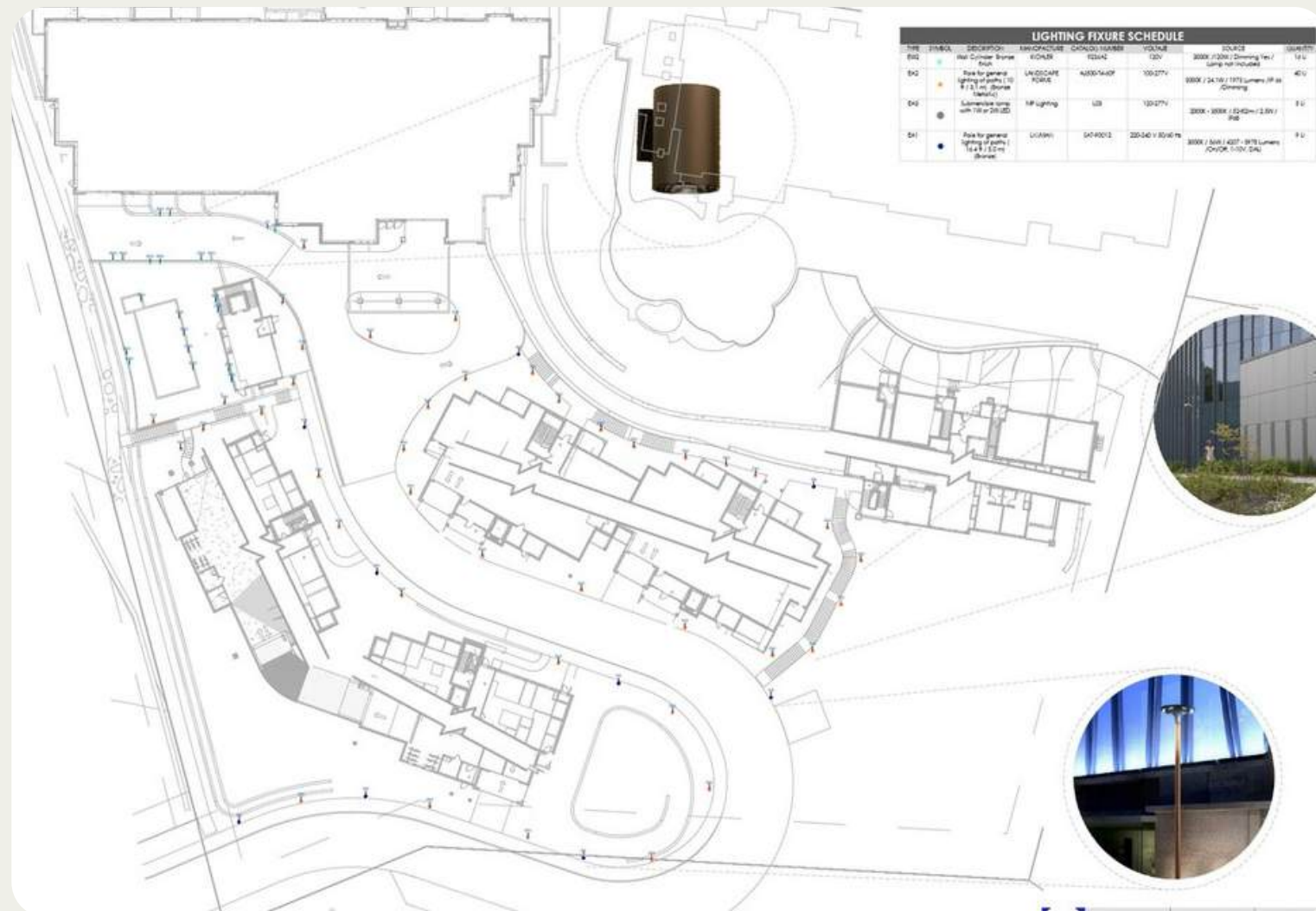
Materials & Color Story

This palette tells a story of raw authenticity refined into elegance. The natural stone evokes permanence and history, grounding The Astrid in the mountain's rugged landscape. Smooth concrete brings in a sense of modern restraint, offering clean lines that contrast yet complement the organic irregularity of stone. Warm-toned wood adds texture and intimacy, creating a welcoming softness against the harder surfaces, while the darker wood finish lends depth, sophistication, and a subtle sense of luxury. The deep charcoal-black element serves as an anchor—bold and timeless—balancing the lighter neutrals and providing a backdrop that makes the natural textures shimmer. Together, these materials form a dialogue between nature and design: raw yet intentional, modern yet timeless, grounded yet elevated.



The Lighting

With a bold lighting vision, we make The Astrid shimmer with distinction, stand apart from competitors, and glow in harmony with the mountain's natural light.

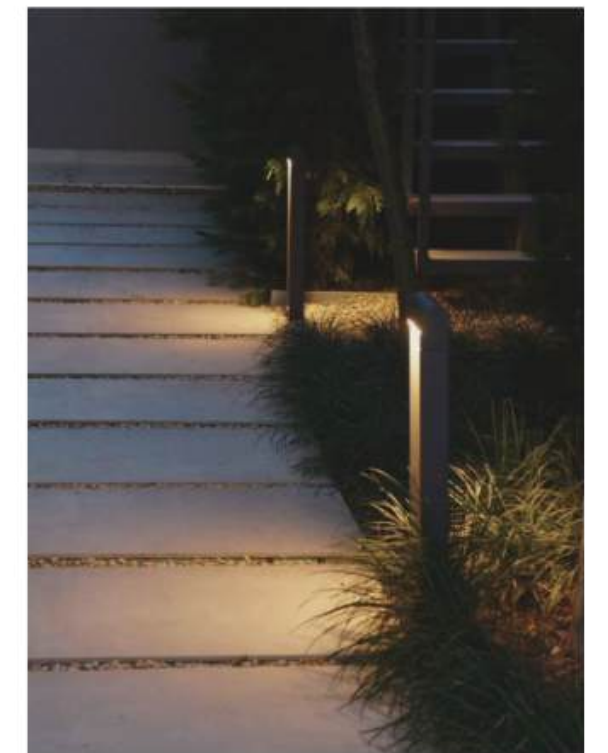


ETHO INTERIORS

Architectural Outdoor Lighting

Guided by ER Iluminación's visionary approach—renowned for integrating renewable-energy systems for maximum efficiency—we've crafted The Astrid's exterior lighting to go beyond mere ambience. Each pathway glows with subtle warmth, ensuring safety and guiding guests effortlessly, while strategically placed uplights highlight architectural features and cascade upward to sketch the mountain's silhouette in soft radiance. Native landscaping and gathering zones are bathed in balanced washes and pinpoint accents, creating depth without overpowering the natural moonlight.

Underpinned by energy-conscious technologies and premium fixtures, our design delivers both aesthetic coherence and operational excellence. The result: The Astrid shimmers sustainably, standing proudly apart from competitors while honoring the mountain's own glow.



ETHO INTERIORS

Shared Spaces

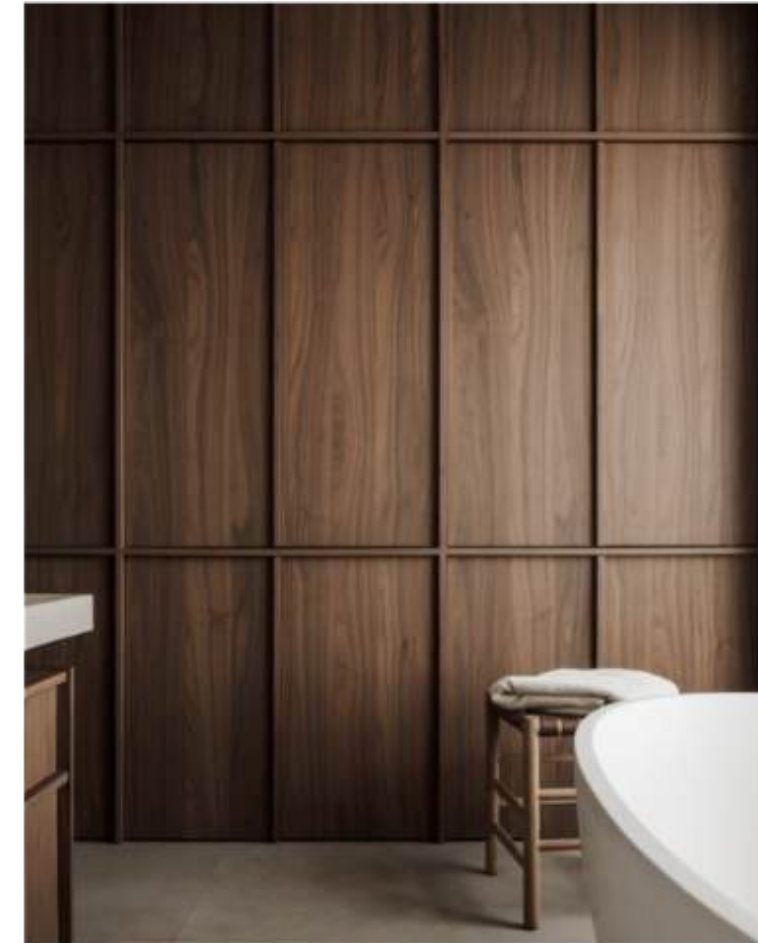
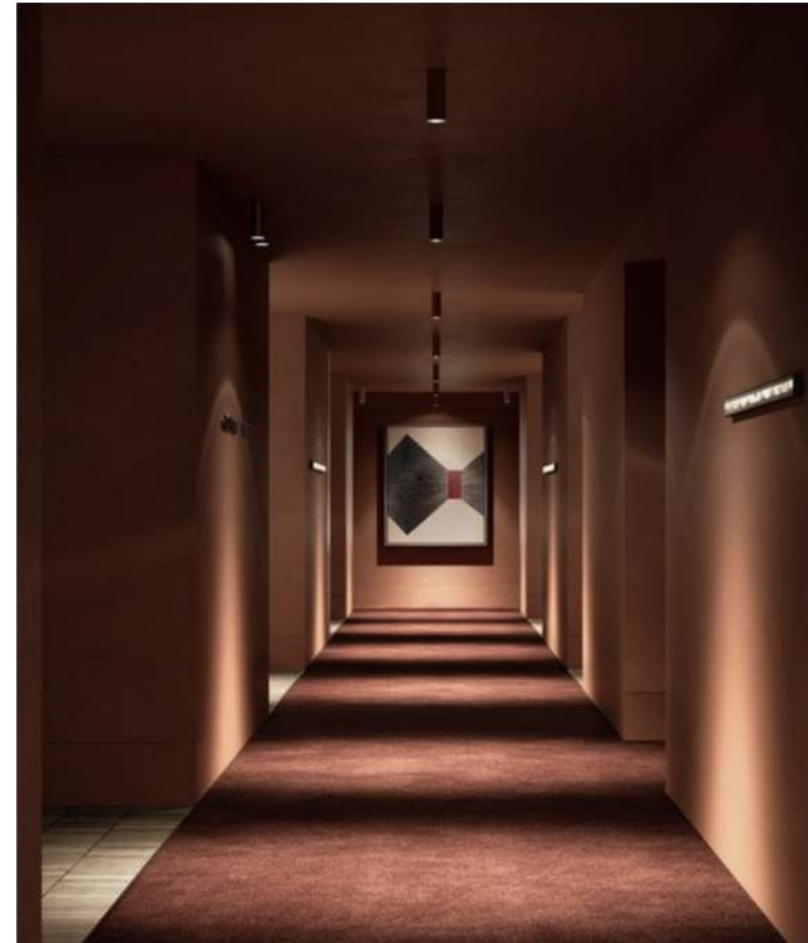
Setting the tone

The common spaces at The Astrid are designed as places of gathering, connection, and retreat. Rich, tactile materials—stone, wood, and textured finishes—set a grounded foundation, while bold accents like patterned tile and deep tones bring energy and individuality. Fire features anchor the rooms with warmth and intimacy, inviting guests to linger, while sculptural furnishings add both comfort and character. Together, these elements create spaces that feel alive and layered—designed for both communal experiences and quiet moments of reflection.



Hallways & Lockers

Designed as more than just passageways, the hallways and locker areas create a sense of rhythm and intimacy through warm wood tones, layered lighting, and refined textures. Clean architectural lines guide movement while subtle lighting accents add depth and drama, transforming transitions into an experience of their own. The lockers, seamlessly integrated into the design, balance functionality with elegance, offering secure storage without disrupting the visual harmony. Together, these spaces reinforce The Astrid's commitment to thoughtful design in every detail.



Lobby

The Astrid's lobby creates a dramatic first impression, blending bold tones, natural materials, and striking architectural elements. A sculptural chandelier and layered lighting set the atmosphere, while the marble reception desk anchors the entry with elegance. The central staircase rises as a focal point, adding structure and movement to the space, guiding guests deeper into the experience. Comfortable seating areas soften the strong lines, balancing luxury with warmth to create an arrival that feels both refined and welcoming.



Lounge

The lounge is designed as a vibrant gathering place, balancing comfort with bold personality. Rich wood paneling and deep tones ground the space, while sculptural lighting and playful seating bring energy and character. Layered textures—from patterned upholstery to sleek surfaces—create a dynamic yet inviting atmosphere, making the lounge a place to relax, connect, and linger no matter the season.



Bathroom Main Level

The main level bathroom combines elegance with a touch of character, making it both refined and memorable. A patterned tile feature adds depth and artistry, serving as the visual anchor of the space. Light oak cabinetry introduces natural warmth, while polished chrome hardware and sconces bring a crisp, modern edge. A clean-lined mirror and sleek fixtures keep the design contemporary, balanced by stone-inspired countertops and dark flooring that ground the palette. Together, these elements create a bathroom that feels sophisticated yet welcoming, designed for everyday use with a touch of luxury.

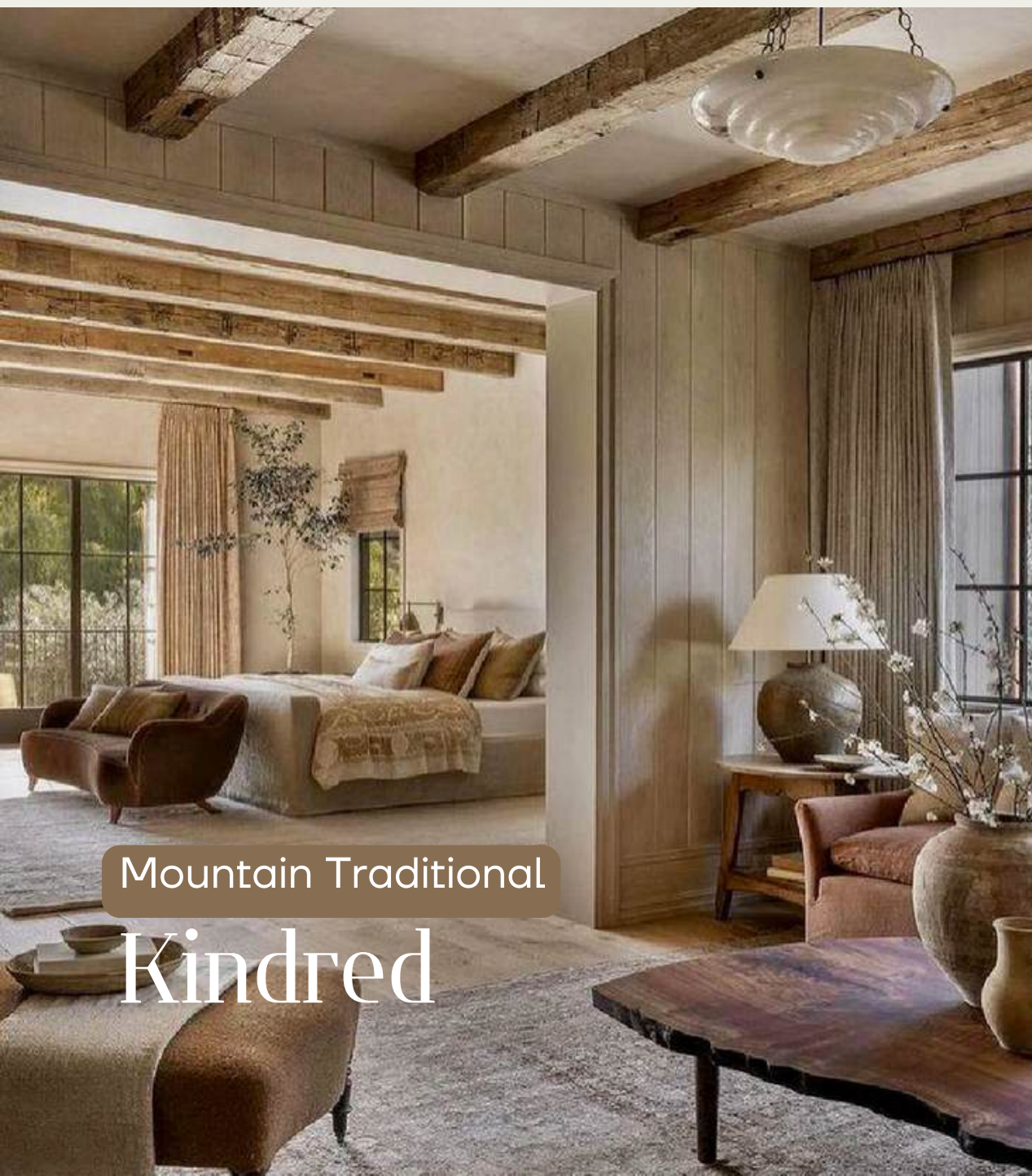


Private Spaces: Mood Boards

Designing Interiors with Intention

Shaping the way people feel, move, and connect in every space.

Our design approach balances timeless character with modern livability, creating interiors that feel both elevated and deeply personal. Whether Mountain Traditional, Soft Modern, or Transitional, each style reflects a unique way of living while remaining connected through warmth, balance, and intention.



Mountain Traditional

Kindred



Soft Modern

Have n



Transitional

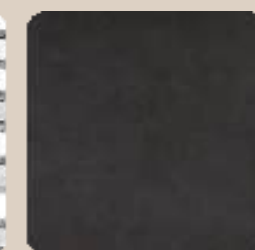
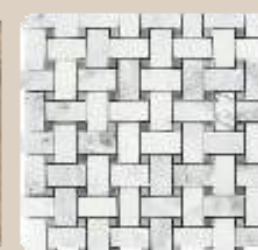
Solstice



Mountain Traditional

Kindred

Rooted in natural textures and timeless craftsmanship, Kindred embraces the warmth of stone, wood, and layered textiles to create spaces that feel grounded and inviting. This style blends rustic authenticity with refined comfort, offering an atmosphere that is both enduring and elevated.





Soft Modern

Haven

Haven embraces simplicity and calm through clean lines, natural light, and a palette of soft neutrals. Thoughtful textures and sculptural forms bring warmth and depth, creating spaces that feel serene, modern, and effortlessly livable.





Transitional

Solstice

Solsticespeaks to the collector—those who treasure layered textures, rich tones, and pieces with story and soul. This style creates rooms that feel curated and timeless, where every detail adds depth, character, and a sense of discovery.



Private Spaces: Finishes & Renderings

The Collaboration

Working hand-in-hand with leading architects, we approached The Astrid as more than a residence—it is an immersive mountain experience. Every space was considered not only for its function, but for how it frames the landscape, captures natural light, and invites movement between indoors and out. The ski-in/ski-out design was shaped to feel effortless and intuitive, blending performance with elegance so that the transition from adventure to retreat is seamless. This collaboration allowed us to weave architecture and interiors together into a unified vision—one where craftsmanship, context, and comfort align at every touchpoint.



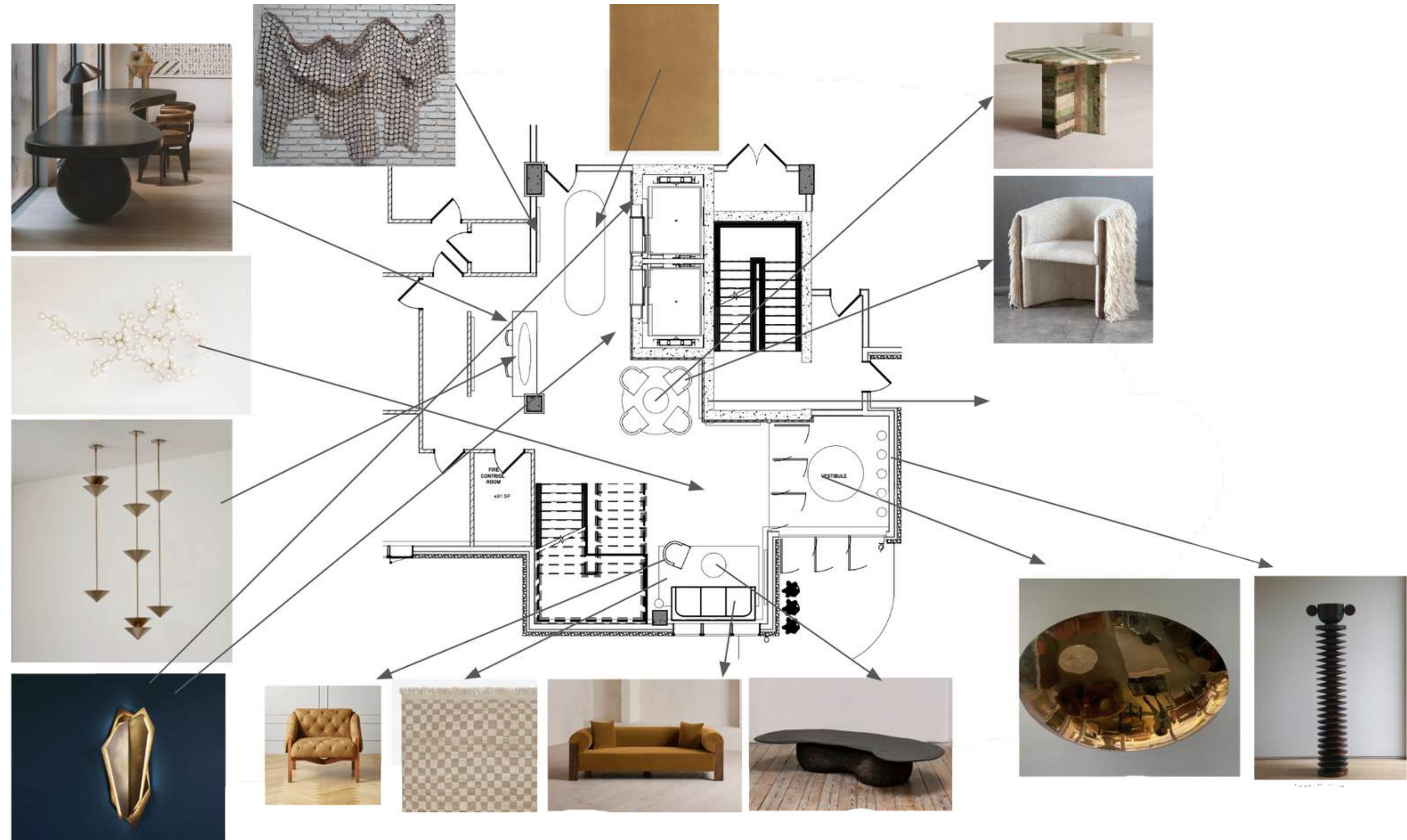
Setting the tone

The Astrid's private spaces begin with bold, layered design choices that establish character from the start. Deep reds and warm woods create intimacy and richness, while stone and patterned textures add depth and grounding. These elements work together to set a mood that feels both elevated and inviting, signaling the unique experience of the spaces to come.



Layout

This sample layout demonstrates how we translate design vision into spatial flow. We begin by studying how people will move and gather, then layer in furniture, lighting, and art selections that complement the architecture. Each element is mapped early in the process to test scale, placement, and atmosphere, ensuring the design feels cohesive, functional, and intentional long before installation.





Mudroom

The mudroom sets the tone for arrival, blending practicality with a sense of welcome. Built-in benches and generous storage offer a place to transition from outdoors to in, while durable finishes stand up to daily use without sacrificing style. Deep, earthy hues paired with clean-lined cabinetry create a grounded aesthetic that feels both functional and elevated. This space is designed to handle the rhythm of mountain living—ski gear, boots, and coats—while still carrying the warmth and cohesion of the home’s overall design language.



Kitchen

The kitchen serves as the heart of the home, designed to bring people together with both function and elegance. A spacious island anchors the room, offering generous space for cooking, dining, and gathering, while sleek countertops and modern appliances ensure performance and ease. Rich cabinetry grounds the design with warmth, complemented by refined lighting that adds sculptural impact and intimacy. Thoughtful details—from streamlined hardware to layered textures—create a space that is practical for everyday use yet elevated enough for memorable moments.



Living Room

The living room is the soul of the home, designed to gather, connect, and unwind. Anchored by rich, layered textures and a balance of bold and neutral tones, the space exudes warmth and sophistication. Expansive windows draw the outside in, while statement lighting and plush seating invite lingering conversation or quiet relaxation by the fire. The layout seamlessly accommodates both intimate moments and larger gatherings, ensuring the living room feels timeless yet distinctly personal, reflective of the home's mountain setting.



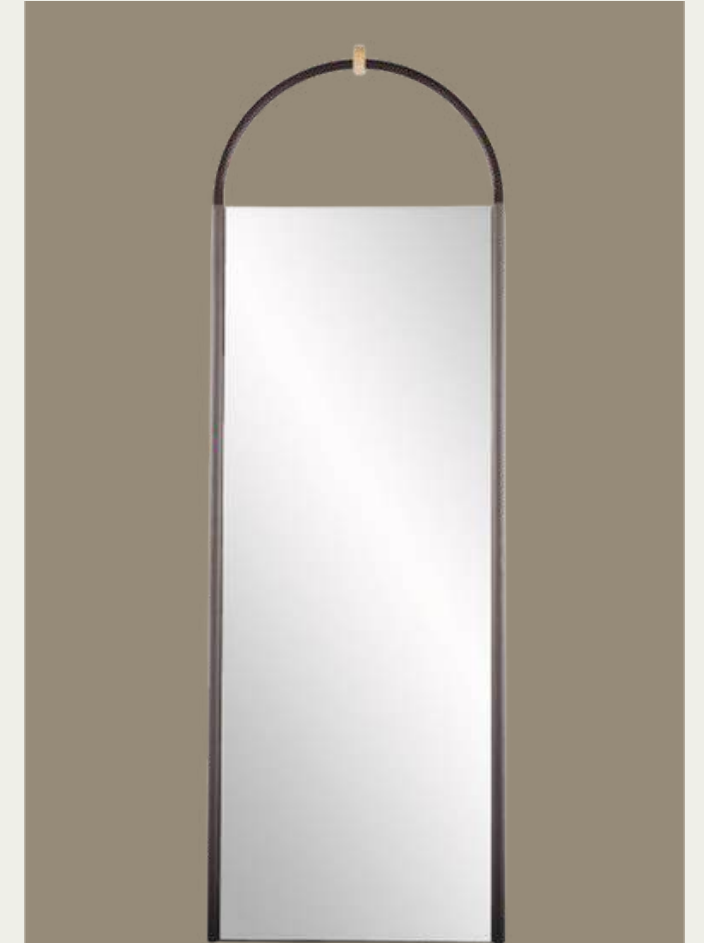


Bathrooms

The bathrooms balance luxury and restraint, with thoughtful details that transform daily rituals into moments of ease. Clean-lined vanities and ample storage provide practicality, while distinctive finishes—warm wood tones, deep stone counters, and sculptural fixtures—add richness and depth. Each bathroom has been considered as a retreat, a quiet place of restoration that feels consistent with the larger design vision. The result is a collection of spaces that are not only functional but also calm, cohesive, and quietly indulgent.



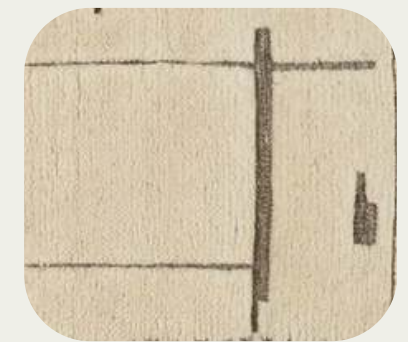
Bathrooms





Powder Room

The powder room embraces bold character in a compact space, turning a simple necessity into a statement moment. Rich, patterned wallpaper sets the tone with depth and personality, while streamlined fixtures and a minimalist vanity keep the design balanced and refined. Brass accents add a touch of warmth and sophistication, creating a space that feels curated and memorable for guests. Though small in scale, the powder room is designed to leave a lasting impression, tying function to artistry in perfect measure.





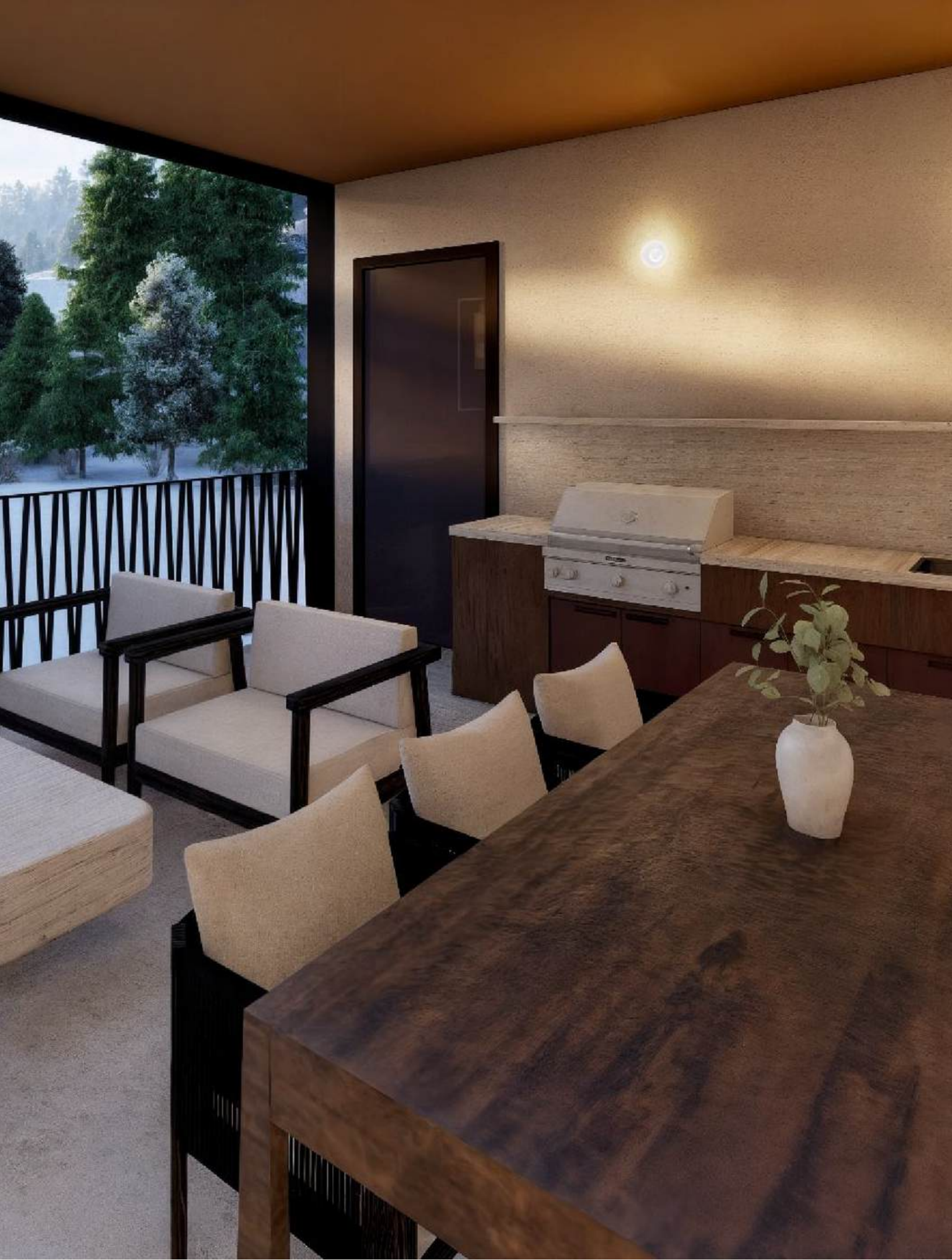
Bedrooms

The bedrooms are designed as restful retreats, blending comfort with elevated design. Warm textures, layered lighting, and natural materials create a calming atmosphere that feels both intimate and luxurious. Large windows frame views of the mountains, connecting each room to its surroundings while filling the space with natural light. Thoughtful details—from soft finishes to custom furnishings—ensure the bedrooms are not only functional but deeply inviting, offering a true sense of sanctuary.



Other Spaces

These secondary spaces extend the life of the home by offering comfort and versatility beyond the main living areas. A cozy lounge provides an intimate setting for conversation, while thoughtful nooks bring a sense of calm and retreat. Outdoor terraces blur the line between inside and out, inviting connection with the mountain air while maintaining a refined aesthetic. Each of these areas is designed with purpose, balancing relaxation, function, and atmosphere.

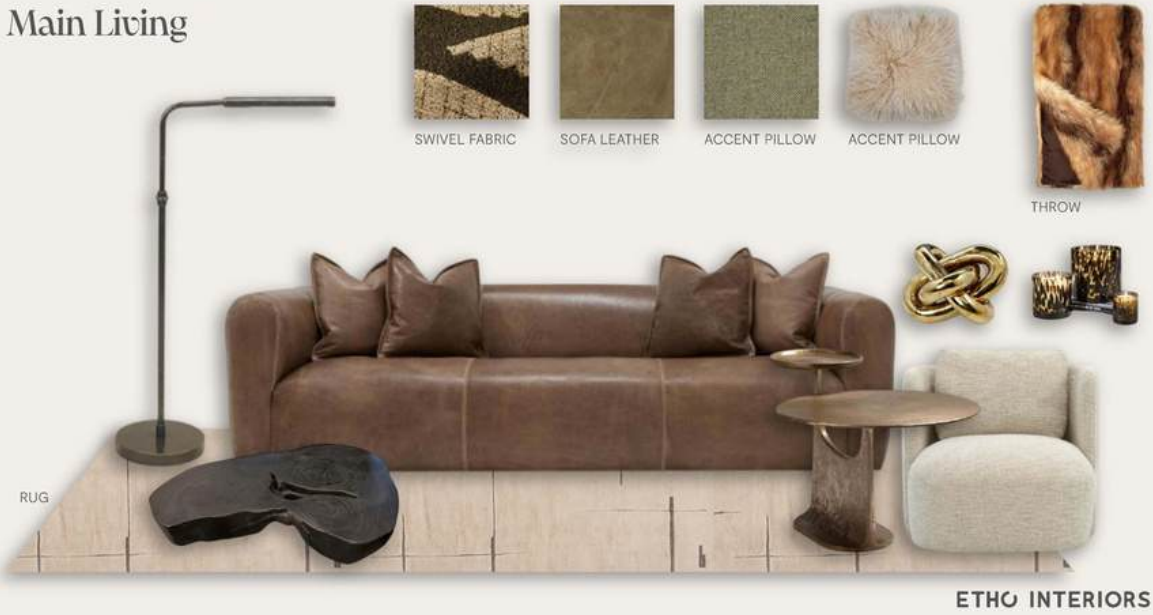


Other Spaces

Practicality and play merge seamlessly in The Astrid's supporting spaces. Work areas are designed for focus and creativity, while bunk rooms bring flexibility, offering stylish accommodations for families and groups. Carefully chosen finishes keep these spaces cohesive with the overall design, while unique details—like art pieces and sculptural elements—infuse character and individuality. Together, they ensure that every part of the home, no matter its use, reflects the same elevated design story.



Other Spaces





Laundry Room

The laundry room is designed with both function and style in mind, creating a clean and efficient workspace that still feels connected to the home's overall design. Patterned tile flooring adds character and visual interest, while durable dark countertops provide ample surface for folding and organization. Light wood cabinetry softens the space and offers generous storage, paired with streamlined hardware for a modern finish. The combination of practical layout, warm textures, and thoughtful details transforms the laundry room into a space that is not only highly functional but also inviting and cohesive with the rest of the home.



The Etho Interiors Story

The Story

Etho Interiors designs **distinctive, high-end spaces** that are as meaningful as they are beautiful.

Every project is **bespoke**—crafted to reflect identity, story, and intention.

We merge luxury with responsibility, proving that extraordinary design can honor both personal values and the planet.

Our work transforms homes and hospitality spaces into environments that **inspire, elevate daily living, and leave a lasting impression.**

When you work with Etho Interiors, you're not just getting a designer, you're gaining **a strategic partner** who understands **design, business, and brand storytelling.**

We create spaces that feel personal, function seamlessly, and stand the test of time, while reflecting a deep commitment to craft, ethics, and long-term value.

ETHO INTERIORS

Why Etho Interiors?

Designing environments that define legacy.

We believe the magic is in the details. It's not just about building an idea—it's about shaping every final element until your vision becomes a tangible, memorable experience.

Etho Interiors is already woven into the brand story buyers are experiencing. Our visual identity has shaped early impressions and set expectations for what is to come.

Continuity here is more than aesthetic—it preserves momentum, strengthens trust, and ensures the promise made in presale visuals is fully realized in lived spaces.

With Etho Interiors, the vision carries forward seamlessly, transforming inspiration into environments that resonate, endure, and elevate the brand's legacy.



How We Work

Our approach blends strategy and artistry, shaping every detail into a seamless, elevated experience.

1. Immersion & Discovery

We begin by immersing ourselves in your story, listening deeply to your values, aspirations, and the cultural and functional context of the project. This step creates the foundation for a design that feels inevitable, not imposed.

2. Vision & Conceptualization

Research, narrative framing, and mood development converge into a conceptual direction. Here, ideas are translated into visuals and experiences that reflect both ambition and authenticity.

3. Design Development

Materials, finishes, furnishings, and details are curated with uncompromising integrity. Every choice is a dialogue between beauty, sustainability, and long-term resonance.

4. Integration & Collaboration

We work hand in hand with architects, builders, and vendors to ensure that vision and execution remain aligned. This is where design integrity meets technical precision.

5. Realization & Refinement

Beyond delivery, we refine the final environment—styling, layering, and shaping atmospheres that harmonize identity, function, and emotion. This is where the intangible becomes tangible.

Our goal is to design bespoke, ethically sourced interiors that combine timeless beauty, operational excellence, and authentic self-expression, delivering spaces that inspire and endure.



ETHO INTERIORS

Thank you!

Etho Interiors is the partner to bring The Astrid's vision to life, delivering design, efficiency, and timeless luxury

August 2025