

resourceful ideas and unique advice. Reader commentary frequently notes that she is especially imaginative and inspiring yet approachable and cost-conscious.

Subsequent creation and premier of two national magazines: *Prairie Style* (directly inspired by consumer demand for her blog and books) and *French Country Style* have followed. As founder and executive editor of these magazines, Fifi is also editor for *Romantic Country and Tuscan Home*, published quarterly.

Fifi's trademark, FIFI O'NEILL PRAIRIE STYLE™, reflects her extensive experience as a multi-faceted talent developed, early on, while growing up in Paris, France, and then, with career endeavors working and living in Switzerland, Canada and eventually, in the United States. She attributes her particular viewpoint for much of her work to having fallen for an extreme variety of enchanting prairie regions across Europe, Canada and America. As she notes, "The people, events, culture, craft and exquisite natural settings have inspired a surprising level of beauty, design, resourceful creativity, hand-crafting, comfort, simplicity, sustainability and harmony with the earth."

Today, Fifi's romantic prairie style-inspired ideas, articles and published works continue to attract a compelling and vast audience. Her vision engages with the kind of timeless, trend-right appeal that is increasing with proven preference among global readers, followers, influencers, and the media.

Fifi is currently at work on related Fifi O'Neill Prairie Style™ product development and continues to produce editorial working globally based from her charming, fishing cottage enclave located in Sarasota, Florida.

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