

Palm Beach Lately

Sisterly love and a passion for fashion inspire a spirited blog that captures the Palm Beach lifestyle.



Palm Beach Lately bloggers Beth Aschenbach, left, and Danielle Norcross strike a fashionable pose on Worth Avenue clad in their "winter" whites. Photography by Shea Christine Photography.

AS SEEN IN
FLORIDA DESIGNS

PALM BEACH THE ISLAND



Photography by LILA Photo

Bloggers Beth Aschenbach and Danielle Norcross, above, enjoy a Lilly Pulitzer event. Time for a mini "sistercation," below, the pair relax poolside at The Breakers.

TEXT BY SUSAN SHERMAN

Palm Beach lifestyle bloggers Beth Aschenbach and Danielle Norcross are sisters who just happen to "love working together." The best friends and business partners decided to create *Palm Beach Lately*, the Island's first lifestyle blog, out of affection for their hometown, and after following the success of lifestyle blogs in New York and other cosmopolitan cities.

With vibrant photography and engaging dialogue, the blog speaks to the sisters' love of fashion, home design, travel and social trends. In addition, their own online shop offers exclusive designs that create modern spins on traditional Palm Beach fashions and housewares. "Timeless classic beauties like Jackie Onassis and Lilly Pulitzer inspired us to lead the way and stand out from the crowd," Aschenbach says. The native Palm Beachers are also happy to be raising their families here. "The ocean, sunshine and lifestyle are so refreshing and peaceful," Norcross says. "We love the small town community of friends and family here." www.palmbeachlately.com



Photography by Shea Christine Photography