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**PUBLISHER**
**JET BREDEN-HALL**
jet@bhmediainc.com
**813.682.9364**

**BUSINESS DEVELOPMENT**
**MEL FLAHERTY | 863.430.2281**
Your Community News™ | Let's Talk HEALTHCARE™
Florida Women Magazine™ | Put Me On The Map™
mfslice@proton.me

**CREATIVE ART DIRECTOR**
**PATTY CHESSER**
pchesser@tampabay.rr.com

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**BH MEDIA, INC.**
**bhmediainc.com**
**813.682.9364**

**CONTRIBUTING WRITERS**
AdventHealth
Deborah Bostock-Kelley
Gary S. Hatrick
Jada Manigault
Nitish S. Rele
Susan Slater

**PUBLICATIONS**
Florida Women Magazine™
Your Community News™
Let's Talk HEALTHCARE™
Put Me On The Map™

**ADVERTISING|PRODUCTION**
**EDITORIAL SUBMISSIONS**
Contact
floridawomanmagazine@gmail.com

**COVER & DESIGN**
**PATTY CHESSER**
pchesser@tampabay.rr.com

BH MEDIA, INC. | bhmediainc.com | 813.682.9364 | PO BOX 3088 | ZEPHYRHILLS, FL 33539

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# Empowered in Every Frame: Carrollwood's First Full-Service Luxury Portrait Studio for Women

**DEBORAH BOSTOCK-KELLEY**

When photographer Swapna Fabbiano opened the doors to her new studio at 10330 N. Dale Mabry Highway in July, she stepped into a dream she had carried for eight years.

1 know, I might cry," she said, when asked what opening her first dedicated studio meant to her. "It's hard to put into words. This is a vision I've carried for so long."

That vision is now one of Carrollwood's most inviting creative spaces. More than a photography studio, it's a warm, light-filled sanctuary built intentionally for women. It is a place where confidence is nurtured, beauty is honored, and every detail of the experience is designed to make clients feel fully seen.

## A Studio Rooted in Women's Empowerment

Though men are always welcome, Fabbiano's work has long centered around women celebrating their strength, their accomplishments, and the quiet resilience that so often goes unnoticed.

"So much of what I do is about helping women feel good about themselves and celebrating what they have built," she said.

She designed her studio to be a place where women can step out of their daily roles as CEO, mom, caretaker, everything at once, and into a moment that belongs entirely to them. "I want every client to leave feeling more confident than when she walked in," Fabbiano said. "Whether she's an entrepreneur building something of her own, a mother marking a milestone, or a woman simply ready to feel like herself again, even if it's just for an afternoon, I want her to feel taken care of and celebrated."

## The Leap That Changed Everything

For eight years, Fabbiano ran her photography business from a home studio that doubled as a playroom and dining room, while balancing motherhood, a corporate job, and a growing client list. She dreamed of leaving that job to build her studio full time, but fear held her back, until everything shifted in a single week.

"My last day at my corporate job was April 10th. I signed the lease on my studio that same day. The next morning, I hired contractors, and everything you see here today came together from there," she said.

She describes the timing as nothing short of fate.

"If I hadn't found this space that same week, I think fear would have pulled me back to my old job. But finding it, and seeing the vision for what it could be...that's what pushed me forward," she said. "It felt like finally seeing a brighter path, after finally letting go of something that was never quite right for me."

## From Medicine to Motherhood to Photography

One of the most striking parts of Fabbiano's story is how far her path has traveled. Photography wasn't the plan, medicine was.

"I went to school for biomedical sciences, then studied nutrition and public health in grad school. I was accepted to medical school, and I decided not to go," she said.

Looking back, she sees that decision as the first sign she was meant for something else. Her creative side had always been there, quietly waiting.

"When our first child was born, I picked up a camera and started photographing our neighbors, almost just for fun. That slowly turned into purpose," she said. From there, she taught herself everything. Lighting, editing, business...one skill at a time.

"People think photography is just knowing how to use a camera, but it's so much more than that," she said. "It's understanding light, composition, how to make someone feel comfortable in front of a lens, and how to turn all of that into something a family will treasure for generations."

## A Full-Service Experience Unlike Anything Else in Tampa Bay

Fabbiano's studio is not a place where clients show up, pose, and leave with hundreds of digital images. It's a complete, guided experience, designed from the very first consultation to remove stress and let clients simply enjoy being photographed, with every detail, down to the frame on the wall, handled by Fabbiano herself.

It begins with a personal, in-home styling consultation. "One of the biggest things people worry about is what to wear. When I come into a client's home and we go through wardrobe together, that worry disappears," she said.

She studies closets, colors, and textures, and curates outfits that complement both the client and the vision for the session. "It gives her that security before she even walks into the studio," she said.

Every session includes complimentary professional hair and makeup. "All she has to do is wake up and come to the studio and get glammed up," Fabbiano said.

During the session, Fabbiano works closely with each client by adjusting posture, hands, and angles to bring out her most flattering self. "I can see what's most flattering for each person, so I'm shifting you, adjusting you, guiding your hands and your expression the whole time," she said. "My job is to make sure you feel beautiful in every frame."

## Custom Framing, Interior Design, and Installation

This is where Fabbiano's studio becomes truly distinctive: she doesn't hand clients a flash drive and send them on their way. At the ordering appointment, clients select custom framed artwork designed specifically for their home.

"I essentially work as an interior designer for this part of the process," she said. "I look at a client's walls, their space, their style, and help them find exactly where their images belong."

She recommends frame finishes, sizes, and gallery layouts tailored to each home, builds room-placement mockups so clients can see the artwork in place before it's ever printed, sends the order to her fine-art lab, and personally installs the finished pieces herself.

"I love walking into a client's home for that final installation and seeing their photographs become part of their everyday life," she said. "That's the whole point, art you get to live with and enjoy every single day, not something that disappears onto a hard drive."

## Custom Albums Built to Be Held, Not Scrolled Past

Fabbiano is equally passionate about tangible art.

"Digital images just sit on your phone. Having something you can physically hold, page through, and pass down means so much more," she said.

She designs custom newborn, maternity, family, first year albums and branding magazines for entrepreneurs, each one built as a keepsake, not a product. "Ten years from now, a family will have a shelf of these albums, each one holding a whole season of their life," she said.








## An Experience Designed for Families

Fabbiano's studio is intentionally family-friendly. She understands the chaos of motherhood - she has three children herself.

"I recently had a newborn session with older siblings running around the studio. I had snacks, drinks, and something playing for the kids so Mom and Dad could relax and be present," she said. "Getting here might take a little effort, but once you're in the studio, I've taken care of everything else."

## Her Editing Process: Precision and Care

Behind the scenes, that same care carries through to her editing process, where she reviews hundreds of images from every session by hand. "There might be five hundred images from a single session, and I go through every one individually," she said, ensuring lighting, color, and posing are refined to match the elevated, timeless look her clients expect.

## How Her Personal Journey Shapes Her Art

Before photography, Fabbiano spent years in the world of fitness competition, running a personal training business where physique was the constant focus. "I was very much in a world where physique and beauty were front and center," she said.

Motherhood reshaped both her body and her perspective, and that honesty now informs how she photographs other women. "My body has changed since having kids, and I've had to work through my own relationship with that," she said. "But I've realized women carry so much, no matter our size or stage of life. We're all navigating some version of the same thing."

That understanding shapes every session she shoots. "I want every woman who sits in front of my camera to feel beautiful and to truly celebrate the season of life she's in," she said.

**Learn more about Swapna Fabbiano Photography at swapnafabbiano.com.**

## What's Next: Branding and Executive Portraits

With her studio now open, Fabbiano is expanding her work with entrepreneurs and executives through branding and headshot sessions.

"I have loved getting to know so many different women entrepreneurs! Sitting down with them, learning their story, and helping them tell it through their photographs," she said.

She's also developing custom branding magazines, giving business owners a tangible, elevated way to showcase their work. "How special would it be to have your own branding session turned into a beautifully printed magazine?" she said.

## What She Hopes Women Take From Her Story

Fabbiano's path here was long, and far from certain.

"I've faced plenty of challenges along the way, and I've doubted myself more times than I can count," she said.

Her hope is that her story gives other women permission to begin before they feel ready.

"I want people to see that this wasn't handed to me. It took eight years of figuring out who I was and what I wanted to build," she said. "You don't have to have it all figured out. You just need the confidence to keep going."

Carrollwood has gained a space built intentionally for women, where confidence is nurtured, beauty is honored, and everyday moments are transformed into art.

A linen banner hangs in Fabbiano's studio, greeting every client who walks through the door. It reads:

"You deserve this experience - to feel seen, to feel confident, to be fully present in your own story, because moments like this deserve to be remembered and transformed into art."

*Fabbiano and her studio are the embodiment of that message.*