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Nisrine EL LABABIDI MOGHRABY

DESIGN DIRECTOR & FOUNDER, HARF NOON DESIGN STUDIO
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When Nirsine El Lababidi set up Harf Noon Design Studio in 2014, she had one vision in mind; she wanted to stand out in an over-saturated market by positioning herself as an educator for clients, making them the part of the unfolding story as she got to work designing and restyling with purpose. "Stylish doesn't necessarily mean more layers, more adornment, more show," she says, rather it means that simplicity can be as much of a statement as adornment. Having designed several commercial offices and showroom styling projects of

varying sizes ranging from small apartments to vast penthouses and mansions, Nisrine believes that success all comes down to personal touch and dedication which allows the owner's personality to shine. "I don't walk into a space and tell my clients that everything has to go. I empower clients by giving them guidance as to why we chose specific pieces and even leave future space in their homes so that when they are out shopping in the future or traveling, they can get art, accessories or even furniture pieces that complement their dwelling," she explains. When it comes to trends, her best bet is to always go for timeless pieces that transcend trends, suggesting high-quality, long-lasting materials, neutrals and classic shapes. "Buying a nice piece of design is like buying a painting or a sculpture; it's something to pass down," she adds.

Author of Homes: We Make Them; They Make Us Nisrine is all for a future that embraces sustainable furniture and



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accessories whether by means of the production process or the people involved in design and manufacturing. "Antique, repurposed, salvaged and retro pieces all have their place in 2022. The key is to go with a less is more approach for a cohesive aesthetic – collecting items over time that mean something to you and contrasting them with a few luxe items to create a modern take on it," she says, indicating towards a future that will remain influenced by global influences, nature and the nostalgia of travel.

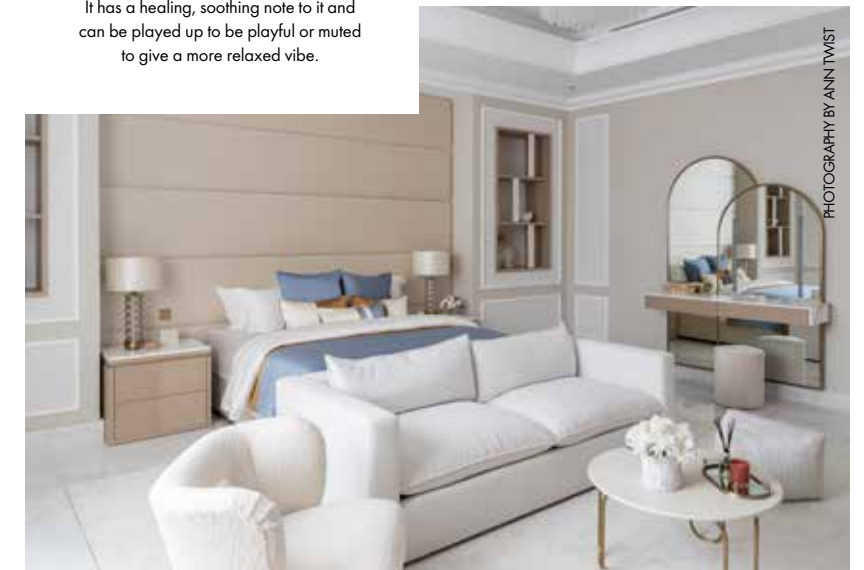
PRO-TIP: Engage all five senses when entertaining! Set the mood with the right music, ambient lighting from multiple sources - candles included, and fresh flowers. Add unexpected decorative elements on your table as a conversation starter.

NISRINE'S TOP FIVE TAKE ON DESIGN

- The secret to creating a beautiful space is to start with a clutter free canvas. • My pet peeves are to see art hanging high where you cannot appreciate it. I also don't like floating rugs that are way too small for a space. • A best kept design secret is green plants which always add sophistication to a space. • When styling books and accessories, always use a tray and opt for contrasting colors, choosing decor that plays off the color of your coffee table. • My favorite color choice is blue. It has a healing, soothing note to it and can be played up to be playful or muted to give a more relaxed vibe.



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WOMEN *in* DESIGN

CAPTURING TIMELESS SOPHISTICATED IN DESIGN AND ARCHITECTURE, ELLE ARABIA SPEAKS TO THREE LEADING LADIES TO DISCOVER THEIR PHILOSOPHY, PASSION, AND STYLING TIPS AHEAD OF THE FESTIVE SEASON

By ODELIA MATHEWS



Masoomeh HILAL
 FOUNDER, MASOOMEH HILAL STUDIOS
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After spending twenty years in the design industry, Masoomeh Hilal answered destiny's call when she opened her eponymous studio in 2018 and moved to Dubai. Aspiring to follow her passion through her projects, the philosophy of her studio has always been to 'Live Creatively', giving everyone a chance to experience life through the aesthetics of form, shape, and tactile design that appeals to the senses and spirit. "Translating our client's vision is of utmost importance to us," she says. "Emphasis is also on how our clients live thereby helping to create a functional yet aesthetically pleasing environment." Before the start of every project, clients fill out a style quiz which helps reveal the feel that they are trying to achieve. For Masoomeh,



understanding the personality of the owner is crucial as it helps inject character into every design and this is something that she lives by herself. "My favorite room in my house is my living room. I love hanging out with friends and entertaining in this space as it represents my family's personality and showcases a lot about who we are from our collection of books, artwork and décor."

Creating homes that are modern as well as timeless in feel is at the core of Masoomeh's design philosophy. Talking about trends that are shaping the season, she points to the use of natural materials, neutral color tones and furniture that stands out in organic shape and raw forms. In an attempt to remain timeless in approach, Masoomeh shares some of her pet peeves that can ruin a beautiful space – overly



bright lighting, cool white bulbs, heavy drapery, clutter and poorly positioned art – these are just a few of the things that would never make it past her expert eye.

PRO TIP: When entertaining, always consider using candles and flowers for a warm and beautiful ambiance. For styling a table, try festive colored flowers of the season, napkins and napkin rings.

MASOOMEH'S TOP FIVE
 TAKE ON DESIGN

- The secret to balancing function, form and style is studying the space and understanding requirements.
- My favorite color choice is white and beige; keeping a neutral base and adding pops of color in accessories and art to create a hint of drama.
- My top tip for mood lighting is the use of lamps for indirect lighting with dimmers.
- A best kept design secret is symmetry.
- When using books, accessories and natural elements always style them using different heights and scale.





Dana ALMATROOK
CO-FOUNDER OF THE LINE CONCEPT
@thelineconcept

"Interiors are now as much a reflection of a person as fashion is - if not more," says Dana Almatrook, Co-Founder of the Line Concept which has for over five years carved a statement for itself since its inception. "We design with so much passion and produce in our own workshop which we oversee every day; other than our designs, we're unique in



that we create rather than react to trends," says Dana and her Co-Founder, Newsha Dastaviz. Incorporating elements of style and function, with materials that match the personality of the homeowner is central to the philosophy followed by the studio. "We're passionate about making sure clients have a home that is truly theirs and not someone else's dream. Understanding a client, their mindset, their lifestyle, and translating that in design is critical," they say. Commenting on trends that are now shaping the season, Dana sees a return to nature in form, color, and material. One of her common pet peeves is the urge to match everything. "Designing a space can be organic and unplanned. Not everything should match," she believes. When asked about her personal choice, she is quick to point out that in both their cases, it is the living room because of the openness of the space and the time they share together with family and friends. "The room with the most light and in both our cases it's our living rooms. It's also the room that doesn't belong to anyone and a space that promotes togetherness."

PRO-TIP: When entertaining make sure people feel truly at home. Drop formalities and make the seating process fun. Create tablescapes that are beautiful, but that people can also interact with and start conversations with. Most importantly, make sure to keep arrangements low so people can see each other. It seems like a given, but is often overlooked.



DANA ALMATROOK'S TOP FIVE TAKE ON DESIGN

- The secret to a successful design is passion, detail and self-critique
- When it comes to colors, my personal favorite choice is monochrome and shades of rust
- My top tip for mood lighting is natural light or candles
- I admire Swiss Architect Le Corbusier because he left a real legacy and to this day his pieces look current
- An art style that I always recommend to clients is Figurative art as it brings a lot of character to a space.

