

MASOOMEH HILAL MASOOMEH HILAL DESIGN

“Inviting, joyful, and comforting” words that embody Masoomah Hilal Design and the mastery behind it.

Carving out a name in the design world takes vision, precision, and the kind of passion that refuses to be ignored. Masoomah Hilal has built her brand on exactly that. Born in Karachi and now firmly rooted in Dubai, she founded Masoomah Hilal Design, with a global perspective as the cornerstone of her aesthetic. The cultures of Pakistan, the Middle East, and China have all left their imprint, lending her work a refined, international sensibility.

From its inception in 2017, the brand has been rooted in the idea that homes should be deeply personal, reflecting the journeys, experiences, and aspirations of their owners. “The vision behind Masoomah Hilal Design was always to create dream spaces where people feel at home. I wanted to design spaces that reflect my clients’ stories, experiences, and travels,” states the founder.

What started as a boutique residential styling service has evolved into a full-scale design studio, shaping interiors that reflect a sense of timelessness that never goes out of style. Every project is approached with an intuitive understanding of space, color, and texture, ensuring that the final result is aesthetically sustainable.

Reflecting on her journey, Masoomah shares, “My love for colours, fabrics, and textures led me to study Textile Design and later Interior Design.” Travel has been a defining influence, offering her a wealth of artistic and cultural inspiration. She absorbs the essence of every place she visits, ensuring her designs reflect authenticity in an era where individuality is often diluted.

While some may see design as a pursuit of beauty, she understands it as a science of comfort, mood, and practicality. “There’s no point in something looking good if it doesn’t work,” she states bluntly. “That’s why we begin every project by listening, understanding not just what a client wants but how they want to feel in their space.”

Perhaps what sets Masoomah apart most is her belief that design is more than just a luxury, it’s a form of therapy. She speaks passionately about how spaces influence emotions, emphasizing the importance of sensorial design.

The firm is known for its integration of contemporary structures with neutral palettes, balanced by handcrafted details that breathe character into every project. It is a philosophy that honours the aesthetic and the experience of living within a space. In an age where sustainability is no longer an option, the brand is also at the forefront of responsible design.

As she continues to push boundaries, Masoomah remains steadfast in her dedication to timeless design. “True luxury isn’t about excess—it’s about authenticity,” she muses. And if her work is any indication, authenticity is exactly what she’s bringing to the world of interiors.

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IN CONVERSATION WITH MASOOMEH HILAL

When you started Masoomah Hilal Design, what was the initial vision behind it?

The vision behind Masoomah Hilal Design was always to create dream spaces where people feel at home. I wanted to design spaces that reflect my clients' stories, experiences, and travels. In the beginning, my focus was mainly on residential interior styling. But as my team grew, we started receiving more inquiries for renovations. Over time, we expanded our services and continued to bring our clients' stories to life through interior design and styling.

Design especially in interiors isn't just about aesthetics; it's about functionality and practicality too. What major decisions are taken to achieve that?

Yes, absolutely! In any type of design, there must be a balance between aesthetics, functionality, and practicality. When we design, our team always brainstorms together, making sure that every space is not only beautiful but also works well for daily life. There's no point in something looking good if it isn't practical. That's why we start every project by listening to our clients' needs and requirements. This helps us create spaces that are both functional and aesthetically pleasing.

How much can design act as a form of therapy and comfort?

A well-designed space can completely change the mood and atmosphere of a room. Design has the power to bring comfort, warmth, and even a sense of healing. When we start a project, we always ask our clients to share three emotions they want to feel in the space. For example, a bedroom might need to feel like a peaceful sanctuary, a child's room like a magical fantasy, or a living room like a welcoming space that tells their story. The kitchen, often the heart of the home, should feel warm and inviting. By understanding these emotions, we design spaces that bring comfort and truly reflect how our clients want to feel.

One colour can change an entire mood. How do you play with colours while designing a space?

Colours have a big impact on how a space feels. The right colour can change the mood completely making a room feel calm, energetic, cozy, or even more spacious. When designing, we choose colours based on the feeling we want to create. Soft, neutral tones bring warmth and relaxation, while bold colours add energy and character. We also consider lighting, textures, and how colours interact with furniture and decor. It's all about balance—using the right mix of shades to create a space that not only looks beautiful but also feels just right for the people living in it.

How much does the choice of texture and colour matching weigh in an interior project?

Texture and colour play a key role in any interior project. The right mix can create a space that feels warm, inviting, and visually engaging. Textures add depth—plush fabrics bring coziness, while sleek surfaces give a modern, refined feel. Colours influence the mood, whether through soft, neutral

tones for a calming effect or bold hues for energy and personality. When combined thoughtfully, texture and colour create a balanced, harmonious space that is both stylish and comfortable.

What are your thoughts on the growing phase of sustainable or upcycled materials in interior design?

Sustainability in interior design is becoming more important than ever. People are now looking for eco-friendly and upcycled materials that not only look beautiful but also help reduce waste and protect the environment. Using reclaimed wood, recycled fabrics, and natural materials like bamboo or stone adds character to a space while being kinder to the planet. Choosing durable, high-quality materials also means spaces last longer and create less waste over time. Sustainable design is not just a trend—it's a smart and responsible way to create interiors that are both stylish and environmentally friendly.

What do you think is the next big design trend that no one is talking about yet but will become essential in the coming years?

One emerging design trend that will become essential in the coming years is sensorial design—spaces designed to engage all the senses. It's not just about how a space looks, but how it feels, sounds, and even smells. Think textured walls, calming scents, soft ambient lighting, and acoustics that enhance comfort. As people seek more immersive and emotionally connected spaces, sensorial design will play a big role in homes, workplaces, and hospitality.

How do you blend cultural influences into interior design?

Blending cultural influences into interior design is all about incorporating elements that reflect a sense of place and heritage. This can be done through colours, patterns, textures, or furniture pieces that carry cultural significance. I like to mix traditional and modern elements, creating a unique look that tells a story and connects with the people living in the space. It's about honouring different cultures while making the space feel personal and timeless.

Everyone talks about timeless design, but what do you think truly makes a space timeless?

What truly makes a space timeless is authenticity. When a design reflects your true style and personality, it never goes out of fashion. Staying true to yourself and incorporating elements that resonate with you ensures that the space feels personal and lasting, rather than just following trends.



PHOTOGRAPHY USAMA MOHAMMAD

HARBOR HAVEN DUBAI CREEK HARBOR

Every space has a story to tell—one that reflects the owner's journey and the designer's vision. Masoomeh Hilal's work on this holiday apartment at Dubai Creek Harbor brings that story to life. Thoughtful material choices, smart layouts, and subtle details make the space feel like a true retreat.

Upon entering the apartment, the carefully curated details become immediately apparent, beginning with the Kährs Oak Urban Brown Strip flooring from Nordic Homeworx. The flooring's natural grain and warm brown tones provide a strong yet inviting foundation, setting the tone for the entire space. Its rich texture contrasts with the soft linen and boucle fabrics, while custom furniture pieces enhance the sense of refinement. This carefully balanced combination of materials and textures creates an environment that is both cozy and well thought of, evidencing the blend of comfort with contemporary design.

The bedroom, as a deeply personal space, reflects the designer's ability to translate the client's vision into a cohesive and comforting retreat. Designed with relaxation in mind, it features oak wooden flooring that brings warmth and depth to the space. Each piece is handpicked to make the room feel calm, uncluttered, and restful.

PHOTOGRAPHY USAMA MOHAMMAD



This project showcases the transformative power of thoughtful design. Once dark and enclosed, the kitchen now feels open and airy, making daily routines more enjoyable. Built-in appliances keep the space streamlined, while painted-finish shutters add a subtle contrast against marble-like porcelain tiles, giving the kitchen a fresh and modern feel.

In the dining area, a custom travertine stone table with pillar veneer legs acts as the focal point. The clean lines of the chairs complement the natural textures of the table, creating a cohesive setting—one that brings connection, where meals turn into cherished moments and conversations flow effortlessly. Complementing the dining area is a buffet from The Line Concept, crafted with rich wood grains and a brown-shaded travertine marble top.



Entrusting a space to an architect is an act of faith, whether it's the result of years of hard work or a legacy passed through generations. With Harbor Haven, Masoomah Hilal and her team have honored that trust by crafting a home that balances style and comfort.

Every element has been carefully considered to create a space that is visually appealing, practical, and welcoming—one that carries a fresh look and feel while preserving the authenticity of its owners, a principle that the team at Masoomah Hilal Design firmly upholds.



