

24 hours with...



Masoomah HILAL

The interior designer is well-versed in curating a day that allows her to live creatively, centred around Pilates Reformer, family, prayers and the non-negotiable daily ritual of an evening walk

5:30am I allow myself a single snooze, then I start my day with a warm cup of water, easing into 45 minutes of quiet time with prayers, meditation and stretching. Twice a week I'll do Pilates Reformer at Level Up in Dubai Hills to keep me grounded and energised. **6:45am** I enjoy breakfast with my husband and son – a precious window of family connection before the day kicks off. We'll have something simple and nourishing, like a protein shake or scrambled eggs with avocado and sourdough. I'll also feed our two dogs, Trixie and Pepper, and our cat, Jinx, who are always a part of our morning rhythm. **7:15am** After breakfast, I'll shower and get dressed with clothes I've picked out the night before. My style shifts depending on the day. On casual days I lean towards Good American jeans, sneakers and a crisp white shirt. For meetings, I go for tailored trousers, a structured shirt and loafers. Some days call for a dressier look depending on the client or site visit. My go-to brands include Theory, ME+EM, COS and Massimo Dutti – timeless, chic and functional. **7:30am** The pets are circling again as I do my skincare routine, which is minimal but effective. I use The Ordinary Caffeine Eye Serum, Clinique All About Eyes under-eye moisturising cream and Shiseido sunscreen. Then, for my polished 'no make-up make-up' look, I use a YSL compact, a touch of NARS blush, Charlotte Tilbury mascara and a Huda

Beauty lip gloss. **7:45am** Whilst dropping my son at school I'll catch up on a call with my daughter who is away at university, and by **8:30am** I'm at my design studio on Sheikh Zayed Road, ready to dive into the day. I always start with a cup of green tea. I'm definitely more of a tea person than coffee. The first part of the day is for catching up on emails and WhatsApp messages. Our team meeting starts at **9:00am** where we review our daily tasks and project updates, then I'll do more emails and plan my workflow. From **10:00am** onwards, things start to pick up pace. I might be in supplier meetings, visiting factories to inspect joinery and furniture mock-ups or conducting on-site visits to check out ongoing projects. We're currently working on a beautiful full renovation in Arabian Ranches Golf Villa, The Taj Residences and exciting new developments in Garhoud, Jumeirah and Dubai Hills

Estate. **1:00pm** I usually have lunch at the studio – typically a salad with protein prepared by my home helper. When I order in, I love Kushi by Reif – especially the beef rice bowl and sushi. If I have a lunch meeting, I prefer the business lunch at Zuma or La Petite Maison, which never disappoints. Afternoons, from **2:00pm** onwards, are when I do my most creative work, focusing on design development, shop drawing reviews, material board creation, client presentation prep and design reviews and approvals with my team. I love being in the studio during this time, as it's when ideas turn into beautiful, tangible realities. At **5:30pm** I head home and quickly change for my evening walk. I go for a one-hour walk in the neighbourhood park in Al Barsha – it's a daily ritual that helps me unwind, reflect and move my body after a busy day. By **7:00pm** I'm home, showered and ready to settle in for the evening. Dinner is at **7:30pm** and it's always a family affair. Some of our favourites include tacos, Asian stir-fries and a comforting Thai green curry. We use dinnertime to catch up, share stories from our day and align on plans for tomorrow. **8:00pm** After dinner, I wind down with my husband. Sometimes we watch a bit of Netflix – *Narcos* and *Money Heist* for drama and *Bridgerton* and *Emily in Paris* for something light. On special evenings we head out for a sweet treat to Home Bakery or Tasha's at Galleria Barsha. We love hosting small, intimate dinner parties on the weekends, too. I enjoy experimenting with Chinese cuisine, as I lived in Beijing for three years, and Persian dishes, as my mum is Iranian. **9:30pm** I begin to slow down with my prayers, meditation and my night skincare routine using my favourite products from Environ and SkinCeuticals. I'll read for a little while – my current book is *The Let Them Theory* by Mel Robbins – and by **10:30pm** I'm in bed, grateful and ready to do it all again. ■

Masoomah's picks



Shirt, Dhs6,240, Givenchy; La Petite Maison; Jeans, Dhs287, Good American at The Outnet; Level Up Pilates; Daily Moisture, Dhs515, SkinCeuticals at Aster Pharmacy



"I LOVE BEING IN THE STUDIO IN THE AFTERNOON, AS IT'S WHEN IDEAS TURN INTO BEAUTIFUL, TANGIBLE REALITIES"

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Pakistani interior designer Masoomah Hilal co-founded her namesake design company in 2017. Today, from her studio on Sheikh Zayed Road, she introduces her signature modern style of clean lines and sophisticated elegance into homes across Dubai. Looking at each individual room as a reflection of her client's unique character, she has carved out an approach of "your space, your signature story".