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Nisrine EL LABABIDI MOGHRABY

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When Nisrine 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.

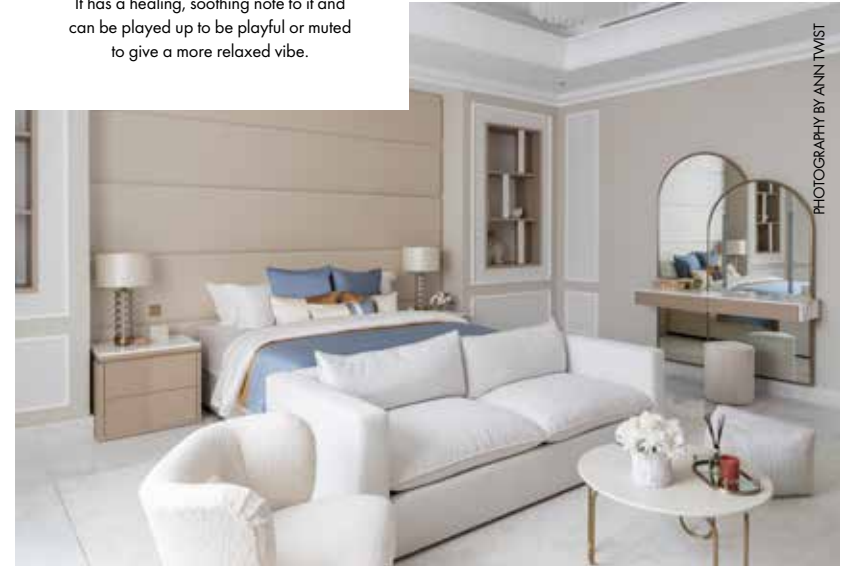
PRO-TIP: Engage all five senses when entertaining! Set the mood with the right music, ambient lighting from multiple sources - candles included, and fresh flowers. Add unexpected decorative elements on your table as a conversation starter.

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 SOPHISTICATION 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