

Iconic Style

Joyce Elizabeth
Brings Classic Chic
to Lazzoni's Luxury



Committed to creating furniture that tastefully complements a broad range of interior design styles, Lazzoni was launched in Malaysia late last year, yet is already a prominent 'one-stop solution' for buyers in the interior décor market. To enhance the customer buying experience, the company recently appointed Senior Interior Designer Joyce Elizabeth as the group's Director of Design.

Since then, she has infused the international label with her quintessential style approach. As a true believer in the classical aesthetic, Joyce eschews fad trends, instead choosing to consistently improve the quality of her tried and tested designs. **PASSIONS** spoke to this rising star in furniture and interior design, on the inspirations that shape her ethos.

Joyce shares that growing up, she was very much influenced by her family, particularly her mother – who had always been inclined towards arts and crafts. By the time she was in high school, Joyce had enrolled in various interior design classes out of a desire to "shape all aspects of the spaces that we live in." She also studied architecture in Germany for a time, and gained exposure at the Biennale of Architecture in Vienna – a world-renowned exhibition of equally influential creators.

Breakout Success

Ultimately, Joyce returned to her original passion for crafting exquisite living spaces, joining Lazzoni at its US headquarters in New York, and working closely with its CEO to develop an entirely new line that carries her name. This perfectly complemented the company's existing offerings, which – until then – consisted almost entirely of modern and minimalist furniture sets for dining and living spaces.

The Joyce Elizabeth line is defined by a timeless design aesthetic that helps the company connect with a wider range of customers. Elegantly designed seating, dining and bedding sets create a warm and rustic atmosphere that adds a welcoming touch to any home. At the same time, certain pieces in her collection employ subtle visual cues that allow them to be paired with the label's more contemporary products and enable a far broader variety of potential layout configurations.

Collaborating for Convenience

The flair Joyce adds is incredibly fortunate, considering that Lazzoni has recently entered into a collaboration to furnish the signature residences in the second tower of Mah Sing Group's Icon Residence,

in Mont Kiara. "The development is Mediterranean-inspired and based on waterfront resorts in Greece. This was really exciting, as Lazzoni is also a Mediterranean company, with our production based in Turkey," Joyce enthuses.

The Icon Residence prominently features balconies and design schemes that 'combine outdoor with indoor spaces.' As such, the interior designers at Lazzoni have created two equally compelling floor plans – one classic, one contemporary – for buyers to choose from. The tastefully selected pieces in both layout options judiciously utilise warm, deep tones, as well as splashes of white, to further assist in 'bringing the outside in.'

At the same time, Lazzoni exhibits its prowess as a standard-bearer in the furniture industry, by allowing residents to customise their living spaces to their precise specifications. The firm's outstanding sales staff double as designers themselves, and are able to generate intricate, photo-realistic 3D virtualisations and show customers exactly how it will all look, without having to take the furniture home.

For Joyce Elizabeth, Lazzoni's history, craftsmanship and attention to detail were some of the greatest draws when she decided to join the acclaimed furniture maker. Additionally, she shares many of the firm's core principles, emphasising that every well-designed home creates a personalised experience that resonates with its residents – without ever compromising on functionality and practicality.

Joyce Elizabeth predominantly employs earthen tones, with the pieces in her collection, evoking a cosy and calming atmosphere.

