

# JSSO

## NOTES OF CURIOSITY - INTERVIEW LALA REIMAGINED



LALA Reimagined design was conceived in Los Angeles when Azar Fattahi met Lia McNairy in Laurel Canyon. Fattahi, grew up in Spain and spent her childhood in Europe, later moving to Los Angeles where she got her degree in Psychotherapy. Her creative passions led her in different directions such as events and marketing where she discovered her true passion was for design. McNairy, a native New Yorker grew up between Atlanta, Belgium and the South of France and spent her career in New York working in fashion. McNairy, a former stylist, was the Creative Director at Cynthia Rowley is credited with launching the Cynthia Rowley furniture collection. Both women approach and define design as an "art of living" by pushing boundaries and challenging rules with their mix of contemporary and vintage.



## 01 THE MOMENT YOU FELL IN LOVE WITH INTERIOR DESIGN

for both of us it started out in our childhood. We both experienced living in different countries as children and each home we lived in, told a different story in terms of interiors. Both of us had parents that were into Interior Design and were not afraid of mixing items from different cultures to tell a story. I suppose this carries into the work we create for clients.

## 02 A PLACE THAT IS MEANINGFUL TO YOU

there are so many meaningful places for us! A recent trip to Bodrum on the Aegean Sea was one of the most spectacular places we have traveled to recently. A true hidden gem in which the culture, architecture, & art galleries played a major influence on our work.

## 03 THE MOMENT YOU WERE SURE OF THE SUCCESS OF YOUR PARTNERSHIP

when publications that we have read & been inspired by throughout our whole life, began to recognize us & considered our first project, "La Granada", to be published. It's always an honor to be at the same table as other designers by whom we have been inspired by.



## 04 BALANCING CREATIVE AND COLLABORATION

freedom of mind is what activates our creativity, and we thrive on being able to dream without boundaries. Therefore, we have been fortunate to collaborate with the most amazing clients.

## 05 WHAT DOES THE PHRASE “THE ART OF LIVING” MEAN TO YOU

the Art of Living encompasses a whole lifestyle. It's everything from the curation of your home, fashion, to the food you eat, the movies you see, art, literature, and traveling to different places. It's when all of this blends together that you are truly practicing the Art of Living.



## 06 WOMEN THAT INSPIRE YOU

there are so many! At LALA, we are constantly inspired and awed by women-owned businesses. But mostly we are in awe of our women-driven team, their drive & creativity are constantly pushing us to do more and strive for greater growth.

## 07 A PROJECT YOU'VE COLLABORATED ON THAT HAS A MEANING TO YOU

"La Granada"- we were fortunate to have collaborated with our client and dear friend who has exceptional taste and a bonafide bon vivant.

## 08 THE BEST GIFT ANYONE CAN GIVE YOU

I think the best gift anyone can give you is a book. We are obsessed with making books part of our interior styling. There's no such thing as too many books!!

## 09 WHERE DO FIND BEAUTY IN YOUR EVERYDAY LIFE

it's the nature of our business to find beauty on a daily basis. It can be a paint color, a beautiful fabric, or wallpaper. If it pleases our eyes, then it's beautiful.



LALA' LIST OF INSPIRATIONS





