



WINNING LETTER

Designing life

After putting my career first for many years, I realised that what I really wanted was to be a mother and have a beautiful baby. I stopped working at the end of 2011 and Evangeline was born in December 2012. She inspired me to start my own business. I always had Joy by Design in my mind but having Eva made me realise how much I really wanted to follow my dreams and be able to have a flexitime career and business of my own that allowed me to spend time with her and not miss out on any of the important events, as well as the normal, everyday things.

Creating beautiful spaces is something I love to do, and her birth gave me the opportunity to create a haven for her. I wanted her room to be timeless and classic, a room that would work for her as a baby and right up to her sixth birthday. With this in mind, I chose the colour palette, added some hearts because they are romantic, feminine and classic, and included lots of teddies and some little ornaments (not cluttered, but evenly spaced and selected with love). The storage was of utmost importance to me – I am an organiser and everything has a place and a box.

Working in the fields of décor, space planning, professional organising and home staging, as I do, I like to think of myself as a creator of living spaces that balance aesthetics with functionality, and my vision is to create an atmosphere that inspires joy.

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