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Morris is inspired by designers like Dolce&Gabbana, and appreciates the parallels between fashion and interior design



# LORI MORRIS

FOUNDER, HOUSE OF LMD™

**M**arrying classic with modern, or Zen with glam, renowned interior designer Lori Morris has no rules when it comes to bringing spaces to life – two periods or styles can absolutely coexist in perfect harmony when she is at the helm of a project.

Morris became intrigued by interior design at a young age, and she hasn't looked back since her very first project: designing her bedroom at the tender age of 10. She studied at the International Academy of Merchandising and Design in Toronto and founded Lori Morris Designs (LMD) in 1987.

**W**ith nearly 30 years of experience in the industry, this creative maven has developed a style all her own and has banished the traditional boundaries of design. "You can't have any limits or boundaries to your creative process," says Morris, "because then, if that's the case, you can't really express a true vision of artistry." Her firm is an extension of her vision and mandate for bespoke design and limitless creativity.

Perhaps this is why the Dundas, Ontario native finds herself jet-setting from the Greater Toronto Area to Miami and everywhere in between. Morris's clientele is drawn to her innate ability to cultivate breathtaking spaces – think marble-carved fireplaces, stunning inlays and brass accents, plus unique décor and statement pieces to boot. Morris says working abroad is exciting because of the creative energy that each new environment imparts – whether it's the lush green landscape of Muskoka, where LMD opened up its newest branch to better service cottage clientele, or the breezy blue Gulf Coast.

Interestingly enough, Morris draws inspiration from design of all genres – package, landscape, architectural, but most of all fashion design. Dolce&Gabbana is one of her favourites, but it's not a piece of clothing or particular collection that grabs her attention, it's the undeniable parallel between interior design and fashion. "I love that

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they see design very similarly to the way I do – the mixtures of the textures and the patterns and the layers,” says Morris. “I’ll look at some fabulous couture gown that they have made and I’ll think to myself, ‘Oh, that looks like my drapery,’” she laughs.

Even with her “sky’s the limit” approach to executing a design, Morris always considers the client’s vision first and foremost. “If I feel a client is making a wrong decision in the process I will

guide them accordingly, but I will not influence them to enjoy a style that is not within their comfort zone.” Morris describes LMD’s process as streamlined, with a hands-on approach from inception to completion.

Like any craft, it takes years to learn from the obstacles that come with being fresh in the industry – especially when you enter with a vision as unique as Morris’s. “I’m always starting the trend, not following the trend. Sometimes when you’re a trendsetter you get nervous that it’s not right or won’t be accepted,” says Morris. However, it’s not something she bothers to think twice about anymore. “I’m so much more confident about everything.”

**T**he out-of-the-box visionary loves and embraces the unique approach that sets her apart in the industry. Morris admits that her field is very emotionally driven, so one must always be passionately involved. “I think if you’re not it shows in your work,” says Morris. “For me, every little detail is my concern – whether it be the end of a hinge on a door, to the handle, to every seven-layer fringe on the pillow,” says Morris, “I need to know that everything is perfect.”

Although she hasn’t tried her hand at another artistic medium just yet, Morris feels like she would be a good painter. The designer frequently scours the globe for the perfect pieces to add the finishing touch on her clients’ spaces, so she definitely has an eye for fine art. Morris admits that, in any facet of her life, whenever she’s exposed to any other creative elements it always helps to stimulate her own creative process.

Through her love of layers and comprehensive design, Morris is sure to continue to produce spaces that stand the test of time for years to come. “What keeps me striving more is just my pure innate love for design and creativity as an artist,” says Morris. “I’m always creating.” Morris is excited to share that she and her team are currently working on launching an LMD line of furniture, textiles and décor for the world to enjoy.