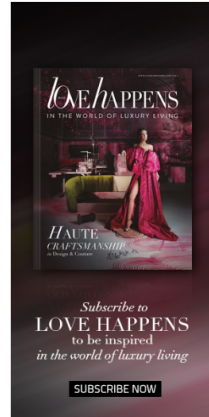




HOME AFFAIR: SEXY FRENCH LUXURY INTERIOR DESIGN BY LORI MORRIS

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Home Affair: Sexy French Luxury Interior Design by Lori Morris

Intro & Interview by Natalia Villaca

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Photography by Brandon Barré



Our love for **Lori Morris** and her Toronto-based **luxury interior design** firm, **House of LMD**, first began in 2014 when we saw her magical rose tree art installation at the Architectural Digest Design Show. When it came time to select a designer for our first **"Home Affair"** feature, a series which highlights fabulous homes and how they came to life, Lori Morris was at the top of our list! And thus began our obsession with the opulent and glamorous chateau she designed in Toronto.

Known for her seductive sophistication, avant-garde edge and the unparalleled luxury experience she provides her clients as she transforms their dreams into reality, Lori Morris is in no way your typical designer. While many designers blend into popular aesthetics and trends, for over 25 years, Lori has mastered creating truly original and timeless works of art in each of her stunning interiors.





Photography by Brandon Barré

Somewhere between modern sleekness and lavish grandeur lies the Toronto château Lori designed for a retired couple who built the six-bedroom, 10-bath home as a place to welcome their children and grandchildren — and display their own art and love for design. The French-styled estate showcases some of Lori's decadent signatures: pastel hits, tons of black and eye-catching light fixtures.



Photography by Brandon Barré

Butterflies and floral motifs are subtly placed throughout the home, adding a sense of whimsy and lightness to the otherwise sumptuous and dramatic interior. The softness of these nature-inspired elements is contrasted by the bold angles of Art deco motifs and Greek keys, making for a perfectly balanced and visually intriguing space. Black, gold, and cream, some of Lori's most frequently used shades, define the home's luxurious color palette, while accents of rich reds and pinks, brilliant purples and acidic greens add to the lively persona of the design.

In Toronto and around the world, Lori infuses glamour with alluring refinement, but she only follows one rule uniformly: There are no rules!

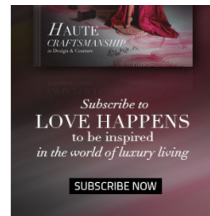
Love Happens caught up with Lori to talk about her Toronto château, her unique style, upcoming projects and more.



Photography by Brandon Barré

Love Happens: Define your "sexy French" design style.

Lori Morris: Sexy French developed through years of forging my own style; the combination and balance of



my love for French and Modern. I perfected a harmonious balance between the two genres and called it Sexy French.



Photography by Brandon Barré

LH: Tell us about your design muse approach. Do you have a favorite design muse story?

LM: I have a sincere and passionate love for fashion – to look at, not to wear. I adore Dolce & Gabbana and appreciate and understand their design sensibility as an integration of texture and style, synergized to create a palette of perfection. They share my “no rules” philosophy that fuels my creative process, tenured by my innate love of beautiful things with a blend of sophistication, elegance and interest, and of course, a little bit of rock and roll.



Photography by Brandon Barré

LH: Each of your spaces are very distinct because of your extensive use of custom furniture. What is the most unique piece you have designed?

LM: Custom is a common thread in every drawing, every concept, every treatment. Our love of custom design evolves from the creation of layers in a space. Each layer is developed and considered as an integral part of the design in its entirety. The result is interest and personality.

Our method of design includes partnering components — a kitchen and hood, fireplace and mantle, ceiling and walls. These are only equal to our true love affair with marble floors inlaid with an intricate floral design – every house should have one.

When it comes to furniture, custom designed is always our preference. However, the need for the infusion of vintage or period pieces and, of course, art is paramount to infuse the soul into the space. Choosing a favorite piece, for me, would be like choosing a favorite child. I love them all equally, each with their own distinct identity and ability to relate and work with everything in the room.

Our methodology with our clients is to gain an understanding of their uniqueness and then translate it into their project. Our initial approach is from an artist's eye of loosely hand-sketched drawings to bring forth the emotion, flavor and individuality of the space as a reflection of the client.

We have a willingness to look beyond what is expected and to always strive for our expression to fulfill our desire to stretch the boundaries of design. These artist renderings set the tone for the construction and design drawings.

We pride ourselves in crafting a very thorough and concise set of design drawings that reflect every wall, finish and detail for construction. With our hands-on approach and experts in every field, we create a finished space that is a curated piece of art.

We dream, we imagine, we create, we build. The desire to create is one of the deepest yearnings of the human soul. Fearless passion is what drives Lori Morris and original art is what she achieves.





Photography by Brandon Barré



Lh: Do you have plans to create The LMD collection?

LM: Yes! Our collection will be launched in 2018, and we are super excited! We will continue to add products as our collection grows. Our online store will be called Le Magasin.



Photography by Brandon Barré

Lh: How would you describe the collection using three words?

LM: Pink, gold, and black.





Photography by Brandon Barré

Lh: Your lifestyle management service is brilliant and really sets you apart as a luxury firm. Tell us about this service and how it has helped your business thrive.

LM: The service emerged from years of managing our clients' homes well after the design was completed. We covet our relationships, and share an attachment between us. We become close.

Our clients trust us implicitly with their personal spaces, and that goes a long way in building long term relationships. So, we decided to make it official and launch Lori Morris Concierge. It is an extension of our exceptional design services for new and existing clients to ensure their homes remain spectacular and LMD fresh.



Photography by Brandon Barré

Lh: Our CEO, Janet Morais, loves black, cream and gold. She has a passion for Paris, fashion and jewelry. How would you design her personal sitting room using KOKET pieces?

LM: Black. There is no substitute. We all know the drama, elegance, sophistication and power the color exudes. I love to design with black; it needs to show up to the party. It is the grounding element to any space.

My sitting room in my own home is just a long hallway to the bedroom so my choice would be a master bedroom design: Upholstered walls, luxurious LMD bedding, overflowing with pillows and a plethora of custom fabrics, infused with soft, extravagant fur.

For this KOKET masterpiece, I would select two Orchidea nightstands, each paired with a Rêve mirror. The Colette sofa poised in front of the bed, upholstered in a sumptuous black and white pinstripe velvet. A pair of Parisian armoires - we believe if it's beautiful, but doesn't function, it doesn't count - with a beautiful wallpaper backdrop and gorgeous carpet. A stunning chandelier and custom LMD drapes with a beautiful hardware finish out the space. When do we move in?





Photography by Brandon Barré

Lh: The words that come to mind when looking at your château project in Toronto are black drama grandeur – how did you convince these clients to create such a dramatic space and use all that fabulous black?

LM: I am an artist to my core and consider my design firm couture – original, stunning and sophisticated. No rules in my LMD world. Fortunately, my clients liked black, giving me the opportunity to push the envelope – which I did.



Photography by Brandon Barré

Lh: Black was your canvas and you indulgently layered it with jewels, art and nature motifs. Describe the design process surrounding those details.

LM: LMD is all about layers. The more the merrier! I took my cues from my client's love for art deco and black, and assembled a symphony of "black deco decadence." Black provided the perfect backdrop to harness the various layers of art, fabric, texture, vintage pieces, and unexpected imagery. The final product was a masterpiece. This was facilitated by the trust and freedom my clients gave me. They let me run. That is when I produce my best work.

Lh: You have been called the temptress of design – what are your thoughts on this persona?

LM: I like it.



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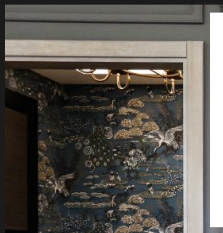
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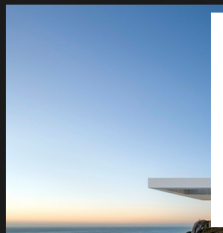
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