

L.D.A STUDIO

THE CHALLENGE

LDA studio is the couture studio and sales outlet for Lanre DaSilva Ajayi's Label. Arguably Nigeria's fastest rising designer.

LDA's eponymous label's style is described in her own words as "Victorian on the edge of modern"

AD's challenge was to create a signature studio and sales (retail and couture) outlet for her bespoke pieces. AD overcame the challenge of an existing residential building with the standard staple of design and construction quirks, we carried out a budget friendly architectural interior remodeling; we created more functional spaces, corrected the spatial proportions, redesigned the bathrooms and conveniences, changed the floor finishes in the showroom, office and reception and created a sky lit courtyard. All these had to be done before we could embark on executing the interior design and furnishing.

THE RECEPTION

In the reception, the sweeping curve of the dropped ceiling skillfully hides an existing beam creating a cozy nook bounded by the luminous wave of the newly introduced glass block wall. Shades of LDA's signature fuchsia and lime dominate the reception area.



THE CHANGING ROOM

The changing room area has a calm ambiance with its virtually monochrome neutral palette and doubles as a consultation area for LDA.



THE COURTYARD

The courtyard with its gold and green scheme features artfully lit interior plantscaping and is meant to be a multi-use lounge for LDA's clients.



THE LOUNGE

Shades of duck egg blue and nickel dominate the showroom which doubles as a lounge, from the flock wall paper to the sofas. The bourgie lamps from Italy put a modern twist on a classical shape, the lamps' reflections in the mirrors intensify their effect. The muted palette is an excellent backdrop for the various stunning L.D.A pieces modeled for buyers who include the editor of Italian vogue, representatives of the Dutch giant Vlisco and many stars of the international fashion industry who commend the design of the studio and its fitness for its purpose. Photos from the studio were featured in 'Rebranding Africa ' a special edition of Italian Vogue dedicated to Africa's rising stars.

