



### Visit us..

Villa 30, Banafseg 11 District  
New Cairo, Cairo, Egypt

### Contact us..

☎ 010 1713 6863 / 0100 1711260  
f La Joie-Nashwa Zaki  
📷 La Joie interior design

### GALLERY

**Decoration & Home  
accessories & Arts**

**WHOEVER TELLS  
THE BEST STORY WINS**







### About

**La Joie's concept is to help you to find the best experts in finishing, furnishing, hand crafted home accessories in many different forms, colors, types, accessories and furniture renovation. Our simplicity is our ultimate form of sophistication.**

### Our Mission

**A home is a place to share, create and nourish the best in each of us individuals and as a family, our designs is one of the best means to accomplish this because it is our mission. Our purpose is to meet your needs and fulfil them.**

# HOME

01

### About us

La Joie's concept is to help you to find the best items in your home.

02

### Services

A place where you can find your needs from our products, also offering many of technical services.

03

### Our expertise

Home is our most important place in the world, That's why all of our scope is to make it better.

04

### Products

We transform our imaginary ideas into products to create unique spaces that speak around you.

05

### La Joie team

Our team will offer you everything from scratch starting from the planning stage to the finishing





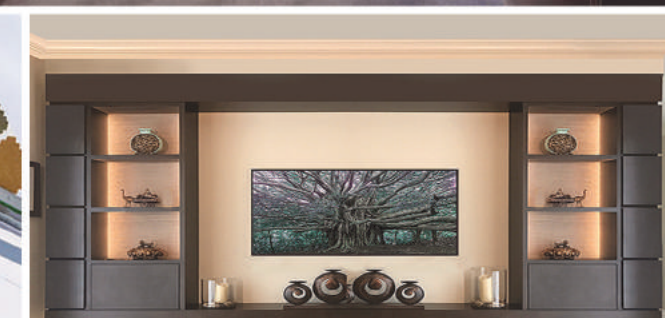


L'esprit de  
la maison

## Services

Not only a place where you can find your needs from accessories and furnishing. La joie also offering a wide range of technical services, leaded by group of highly qualified managerial stuff, technical engineers and labors whose expertise in scope.

Our purpose is not to finish any work or design, but to create, enhance every home corner in your home needs using different materials, suitable ideas, solutions and choices technically and economically.



## Residential projects:

La joie also offers a wide range of design, supply and installation for hotels, resorts, residential compound, apartment house and motels. We providing All of furnishing, decor finishing, indoor and outdoor accessories, wall art, hand crafted accessories and windows treatment, Using various materials like wood, acrylic, plastic, aluminum cladding, stainless steel, etc..







L'esprit de la maison

Every one will find his soul mate, his model of choice, ranging from classic & elegant options to more light-hearted & enjoyable solutions for any case and any style.



we make a focus on simplicity, functionality and versatility enhancing a contemporary beauty.

For La joie a Living space comes from a specific approach: whatever the style, each piece must live in harmony with the other pieces.



We are Egyptians. The good, the beautiful and the well made are all part of our DNA. Starting from this innate gift comes naturally to us. But we couldn't do what we do without a continuous effort to nurture our skills. Each detail of our products comes from an effective teamwork by expert designers, architects, artisans, labors and specialized employees.

Whether you're returning home from a busy day or welcoming a visitor, you want your decoration to create a great first impression so only the most stunning accessories in our collection will be suitable for you. You can relax in the knowledge that the hard work has been done for you.







## Products & Services

- Rugs
- Vases
- Clocks
- Mirrors
- Wall art
- Lighting
- Cushions
- Paintings
- Furniture
- Home finishing
- Home finishing
- Home accessories
- Window treatment

We can safely say that we made the right choice when we decided that La joie should be a company that keeps up with the times, perceiving the present with that sensitivity that allows for the most interesting and fruitful ideas to be transformed into furniture and decorative accessories ready to enter people's homes and find their place, creating unique spaces that speak volumes about their occupants.

This is a style that we like to call La joie Smart Design. What does "smart" mean to us? It is a balance between technique and aesthetics, reason and emotion. A mixture of contemporary design and flexibility.

For some people, 'my home begins at my front door.' For other people 'my sense of home begins when I am within this area, around the estate within which I live.' It's that sense of a wider, more expansive notion of home."

## Our expertise

That is how La joie has become a self brand that stands for quality and creativity. With a wide, well-structured range of functional furniture that is unmistakably stylish and that leaves room for individual feelings, indulging tastes and blending with other shapes, colours and materials, for an infinite number of options.

Home is the most important place in the world, That's why we're obsessed with making it better.

We make a focus on simplicity, functionality and versatility enhancing a contemporary beauty.





L'esprit de la maison

### The Spirit Of La joie Products

Our products can adapt to any situation, space and different function like the classics that always works with everything,, and everywhere. so. your space will be transformed into a colorful, modern, relaxing and sophisticated space.

### Types Of La Joie Products

Lamps, rugs, vases, storage, covers, cushions glass, metal, ceramic, plastic, fabric, cork.and all colours shapes , sizes ,and finishes you could ever want.

### Magical Touch of Our Products at home

Making a house glitter can be so much fun. La joie accessories are never designed to be just a detail. There are many of them.with variable styles which enhance ,decorate, and will bring out a brightness and add a level of sparkle to your home.

## SOME OF OUR PRODUCTS



Highly creative accessories that complete a space with their own decent touch.



Modern and classic , you will find your own personal style.



Vases enhance and decorate wherever you put them.



Elegant options to more light-hearted and enjoyable solutions.



We keep up with all the latest style trends.



Elegant, fine product that gives a touch of style to any home.



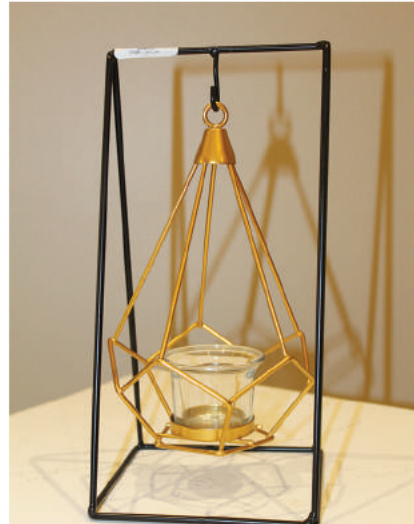
# SOME OF OUR PRODUCTS



Simple touch of hand made crafts will add value to you



An item with remarkable value that you will bring to your home .



Accessories will stand out at any corner of your home.



Collection is like a mirror in which everyone can recognise his identity.



We help you to furnish the home of your dreams.



Colourful and unique wide range of furniture suits everywhere.



## L'esprit de la maison

### **Our Products touch your heart easily**

You deserve a place that you can call home, a place that reflects YOU that is furnished the way you like it; without having to break the bank..

### **Products satisfy everyone**

Everyone has their own style , and their own colors. That's why we are here. Different styles and multiple choice collection so you'll definitely find your peice. Every step we take is designed to take the stress out of furniture shopping so that you find the perfect piece.

### **Pieces create a glow & sparkle to your home**

Each peice has its own style that will make your home unique. What is the perfect piece? It is that piece that completes a room, that turns a house into a home and will make you wonder how you ever lived without it and we can't wait to help you find yours.





## L'esprit de la maison

We love to hear about new trends and techniques in the world of interior design and we are always looking for ideas and inspiration to infuse our spaces with style. We want your house to feel so happy, so it will charge the batteries of everyone who enters.

La Joie pure lines are enriched by the use of sophisticated materials, some of which are exclusively conceived by our creative team in collaboration with the most excellent craftsmen.

La Joie finishes include traditional woods, plastic, glazing, aluminium, aluminium cladding as well as exotic ones fascinating stones, refined metals, colorful and textured lacquers, high quality leathers, technical fabrics, very precious creations combining wood and other unique materials.

Find the best designs and transform your indoor space! Whether you are in possession of a little living space, a big, casual family space or a more formal living space, we will be able to help you find the ideal furniture and accessories.



Living room furniture will be the principal thing that any and all your guests see when they visit your house, and a wonderful set of furniture is a significant means to earn a very good impression on people.



Regardless of the type of space you're decorating, there's nothing more important than paying attention to details. Home accessories are made with high-quality materials and pieces are unique that will never go out of style.





We keep up with all the latest style trends, while never forgetting the classics. So whether you embrace a traditional look, rock a modern vibe, or are comfortably eclectic, we'll help you find furniture to make any room feel perfect just for you.



La joie modernizes the way spaces are used by completely removing anything superfluous, redundant and useless. Nothing is left to chance, and every detail is meticulously conceived to express the idea of subtle luxury.



It has always been our mission to furnish our customers' lives with high-quality pieces at affordable prices. You have a vision for your home and we're here to help you achieve that vision, it's our promise to you.

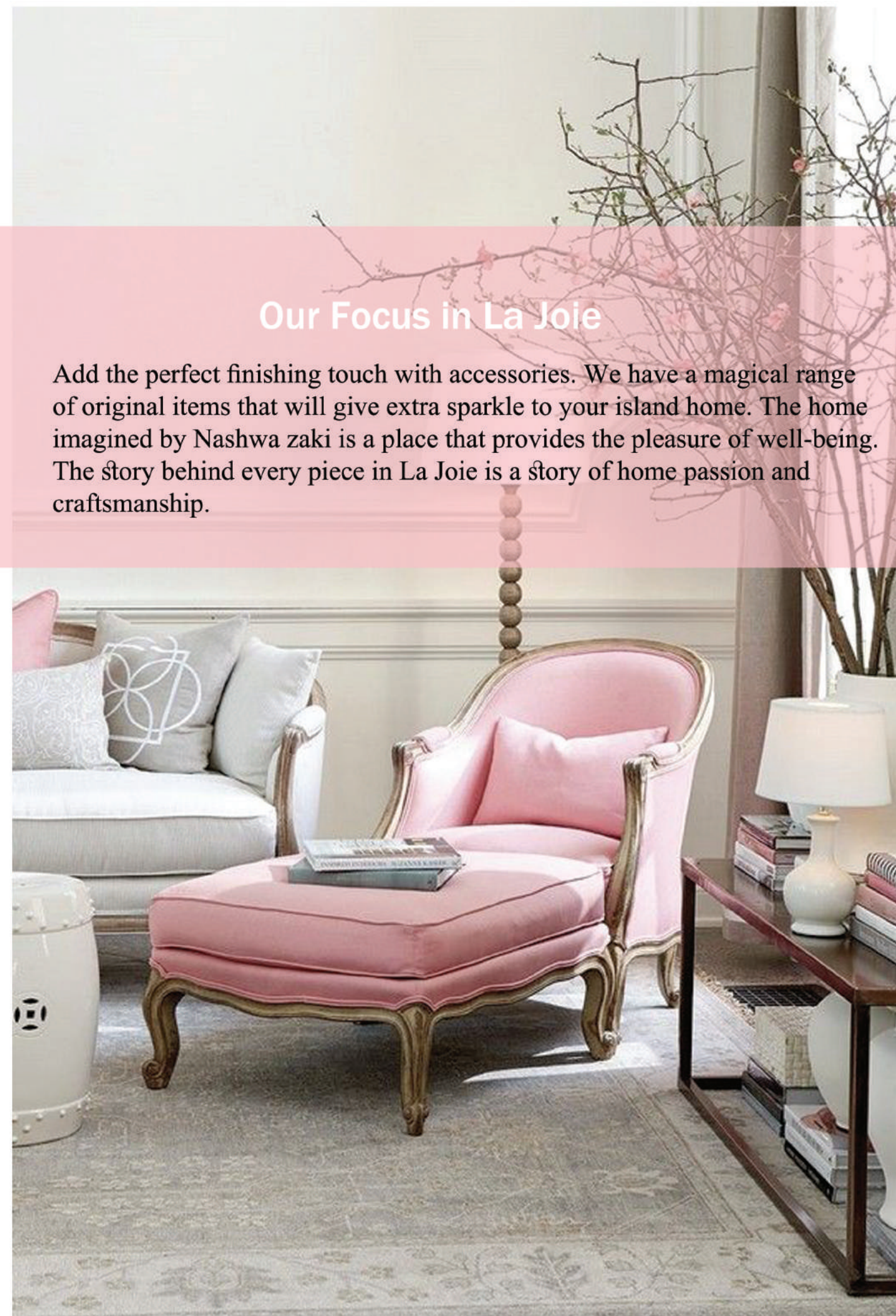


## L'esprit de la maison



### Our Focus in La Joie

Add the perfect finishing touch with accessories. We have a magical range of original items that will give extra sparkle to your island home. The home imagined by Nashwa zaki is a place that provides the pleasure of well-being. The story behind every piece in La Joie is a story of home passion and craftsmanship.





## Our Concept

We make a focus on simplicity, functionality and versatility enhancing a contemporary beauty. We are committed to provide outstanding service and enhancing the convenience of our clients by turning over quality pieces on time.



L'esprit de  
la maison





## Quality Control:

Our Quality Management System follows six basic Principles of Quality:

1. Provides for long-term quality control through established processes and systems.
2. Nurtures and guides our Quality Culture through its proven policies and procedures.
3. Successfully identifies and controls the quality standard and quality of design as defined by our clients.
4. Plans for Quality: Identifying measures of achieving all the required quality, including construction methods, equipment, materials and personnel.
5. Insures for Quality: Encouraging all parties to “Work Together to Deliver the Best – First Time”.
6. Provides for a process of continuous improvement correcting any potential quality deficiencies that may arise.

## Our Team

Our team is very skillful and well organized; where they will offer you everything from scratch starting from the planning stage to the finishing part and also finding creative solutions for old antiques or products that need to be renovated.

We also produce interior designs and decorations that will meet your ambitions through our products.


**We do strongly believe that we will gain our success by dedication.**

**It's customer first. And that's our bottom line.**

## EXCELLENCE

We strive to excel in all areas of service, quality, safety and efficiency by empowering our team to make decisions and holding them accountable for producing Results.





“ What always matters to me is the effect of design and the pieces I design in people's lives ” Philippe Starck

***Dedicated services if you choose to make a purchase from La joie***



**INFORMATION & ADVICE:** competent staff is always ready to provide information about all of the La joie collections and new products.



**SURVEYS:** request a survey and we will take care of measuring up the space that you wish to decorate.



**DESIGN:** promising designers engineers having La joie concept will help you to build your ideas in every corner at your home.



**QUOTES:** La joie agent will help you to select La joie products and will provide you with the best quote based on your needs.



**TRANSPORTATION & ASSEMBLY:** the store will deliver items promptly and an expert team will assemble our products directly at your home.



**AFTER-SALES SUPPORT:** the La joie agent will also help you after your purchase; don't hesitate to get in touch for anything you may need.