

Bazaar

BELIEF

YOUR GUIDE TO LIFE FROM WOMEN WHO INSPIRE US

CAREER-DEFINING MOMENT

“Heading out on my own from a 15-year-old partnership to start a company alone!”

PROUDEST ACHIEVEMENT

“Travelling to London at the age of 18 without any network, putting myself through design school and founding my first award-winning business at just 23 years old.”

IF YOU WROTE A BOOK, WHAT WOULD IT BE ABOUT?

“A simple guide for young women starting a business, teaching them the obstacles they may face and how they can surpass them.”

The future is...

“Exciting!
Something I really look forward to.”

WHAT PART OF YOUR WORK ARE YOU MOST PROUD OF?

“I’m extremely proud of our latest project, Dubai Hills because it’s totally challenging the design status quo in Dubai.”

WHAT EXPERIENCE TAUGHT YOU MOST ABOUT YOURSELF?

“My father passed away when I was young and it provided me with a greater perspective and an unflinching drive to become self-sufficient and independent.”

MY GREATEST FEAR IS...

“Not having lived my life to my fullest ability.”

WHAT DO YOU STILL WANT TO LEARN AND WHY?

“Everything! I think we should all constantly be learning as many new things as we can. It’s the surest path to personal growth.”



ALIX LAWSON

40, Australian-British

Dubai-based interior designer and creative director Alix believes in her mother’s wisdom: work hard and you really can achieve anything

Best piece of advice?

“Try not to get overwhelmed by the minutiae as it can hinder your drive and passion.”

CAN WE HAVE IT ALL?

“I’m not a fan of the notion of ‘having it all’. I think it’s a concept almost solely pointed at women that does a lot of harm. Everyone’s ‘all’ is different, and assessing whether we have it all or not often leaves women feeling like they’re missing something or have failed in one area.”

DESCRIBE YOURSELF IN THREE WORDS...

“Enthusiastic, creative and hardworking!”

WHAT WOULD YOU TELL YOUR YOUNGER SELF?

“You don’t need to have your career planned out, you just need to simply take the first step and get started. You’ll learn so much along the way.”

The key to success is...

“Relentless optimism and a hardworking attitude.”

WHAT VALUES YOU MOST ADMIRE IN OTHERS?

“Honesty, integrity and loyalty.”

WHAT MOTTO DO YOU LIVE YOUR LIFE BY?

“And now here is my secret, a very simple secret: it is only with the heart that one can see rightly; what is essential is invisible to the eye.”
– Antoine de Saint-Exupéry, *The Little Prince*

WHO OR WHAT IS YOUR BIGGEST INSPIRATION?

“Japanese architect Tadao Ando has always been a great inspiration for me as he is the bastion of strong minimalism.”

WHAT MOTIVATES YOU?

“Creating change.” ■