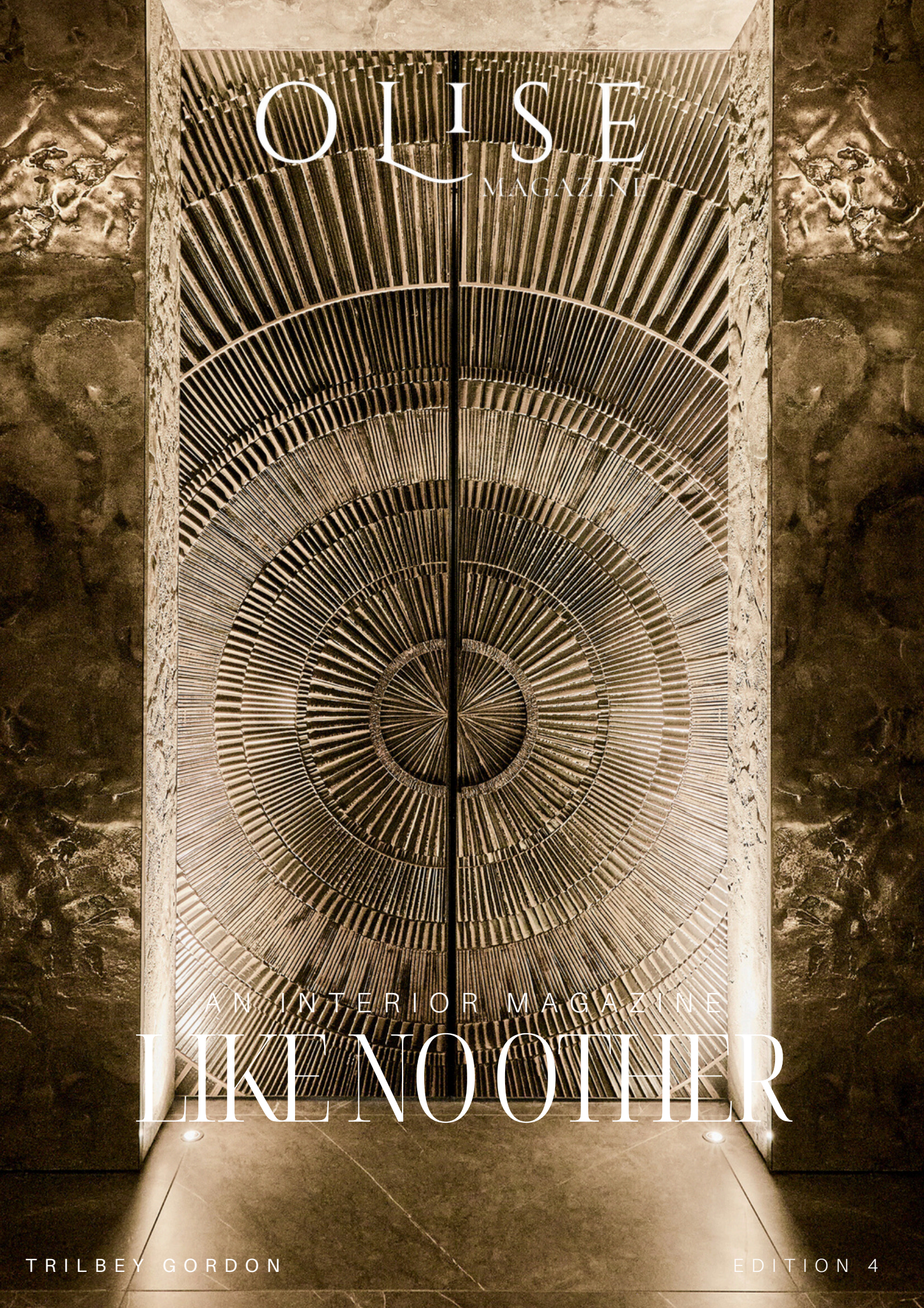

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SIMONE HAAG

Simone Haag launched her Melbourne-based design studio in 2014, following a creative career that spanned global travel, luxury event curation and immersive visual storytelling. Her eclectic background as a stylist, curator and tastemaker infuses a distinctive narrative sensibility into every space she conceives. Simone's interiors are characterized by layered vignettes, thoughtful texture and an elegant mix of vintage treasures and contemporary pieces, all rooted in the personal stories of her clients. Her recent body of work includes richly curated private homes and high-end hospitality interiors. One highlight is her installation at Milan Design Week's L'Appartamento by Artemest, where Simone transformed the grand foyer of Palazzo Donizetti with a striking interplay of classical architecture and modern collectible design. Across her projects, she brings emotional warmth, tactile sophistication and a collector's eye, crafting interiors that feel timeless yet deeply personal.

PHOTOGRAPHY BY LILLIE THOMPSON