

domino

PHOTOGRAPHY
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MATERIAL GIRL

Madewell's Joyce Lee brings on-point personal style to her new Brooklyn home.

When it comes to styling a home, Joyce Lee has a definite advantage. As head designer at Madewell, the cool girl's line of must-have basics (from a pink canvas jumpsuit to the new bandana-patched denim for fall), she takes an easy, unstudied approach to everything she touches. "I go for a similar aesthetic in fashion and interiors—timeless, well designed, and utilitarian," she explains, noting she's obsessed with her couch for the same reason one might fall in love with the perfect jacket: "It's all about the proportions."

Lee and her husband, photographer James Ryang, moved into their Williamsburg apartment with their 2-year-old daughter, Poppy, and cat Panda last October. Lots of textiles, storied souvenirs, and a few classic pieces already give the modern space a warm, layered vibe—while keeping things streamlined. In a "remove the last thing you put on"—meets—Marie Kondo sense of restraint, Lee is not afraid to edit. "At this point in our lives, if it doesn't serve a purpose and doesn't make us happy, it doesn't make the cut," she says, proving functionalism doesn't have to mean stark minimalism.

Vintage Eames Chair tdtdis.com; WWA Pillow \$100 hfg-shop.com. On Lee: Nikki Blouse \$55 madewell.com; Jeans (Lee's own) haidenjeans.com.

Hair & Makeup by Shaun Gibson

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MAKE A STATEMENT WITH ORGANIZATION

Lee's design background influences her take on artful display. The motivation is simple: "I like keeping my favorite things in sight." In the bedroom, a circular mirror's slim ledge acts as both graphic detail and an extra surface for holding tea-and-petitgrain-scented candles. Brass hooks made by a friend create a catchall for her necklaces. "A lot of what I do comes from function, but I also love to make it part of the design," says Lee. The living room bookshelves, curated by Ryang, who arranged books by size and color, is another way the couple organizes meaningful mementos.

01 Split Shag Pillow by Minna Goods #210 domino.com/fall17 02 Librarians Ladder #72 bourbonmoth.com 03 Zuma Check Blanket #170 kathertaylorhome.com



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