

BY INVITE ONLY



JOYCE LAMANI, CEO AND FOUNDER OF LUXURY LIFESTYLE
CONCIERGE COMPANY VIP SOUTH AFRICA, TELLS US WHY SHE LOVES
A BAR OF LINDT CHOCOLATE AND CALLS DUBAI HER SECOND HOME

WORDS MATTHEW MCCLURE

WHAT IS YOUR IDEA OF LUXURY? To me, luxury is a state of great comfort, elegance, high-quality wealth, exclusivity and indulgence. Luxury is hard to get, but once you have it, you'll have a sense of exclusivity and top-tier opulence. It involves a level of indulgence that goes beyond the basic needs and desires of most people. More than anything, luxury is a feeling.

A CELEB YOU'VE SPOTTED? I will never forget seeing Oprah Winfrey at the Global Citizen 46664 concert for the Mandela Foundation in 2018. I spotted her from the crowd. I was very young, but that moment was priceless for me. I always looked up to her and watched her talk show daily. My dream was always to be interviewed by her, and maybe one day I will have a one-on-one with her. It is a dream I am holding on to – after all, life works in mysterious ways.

WHAT DOES A WEEKEND AT HOME LOOK LIKE FOR YOU? I'm often attending to clients on my weekends, so when I have a free weekend, I'm very intentional about taking time out by unplugging from the world and staying indoors. That often includes cooking or being cooked for while I listen to music and catch up on series and movies. I also like to put time aside to meditate and relax.

YOUR HOME AWAY FROM HOME? Dubai – I love it. I'm fortunate to travel there quite frequently and can safely say that it now feels like home.

THE ONE THING YOU DO AFTER WORK TO HELP YOU UNWIND? I love taking sunset walks on the beach to be near the ocean after a long day or week of work. It's soothing to my soul. Alternatively, I work out and do boxing.

THE BEST REASON TO SWITCH YOUR PHONE TO AEROPLANE MODE? 'Silence is golden' is a motto I live by. In my line of work, my phone is always ringing, so I have to take time to sit back and think without the noise.

HOW DO YOU SEPARATE WORK FROM YOUR PERSONAL LIFE? It's tough for me to separate the two because my work is part of my everyday life. That's why I have two cellphone numbers. It helps me navigate the two worlds and structure things so that I can separate them. I am happy with the way that works now.

YOUR GUILTY PLEASURE? A bar of Lindt chocolate. I eat clean, so my treat is having something sweet every once in a while.

THE BEST HOLIDAY YOU'VE EVER HAD? For my birthday last year, I went to Milan and then to Lake Como, where I stayed at Villa d'Este. It was a dream. My next stop was Greece. I went to Mykonos and stayed at Santa Marina Mykonos – the best resort on the island. The trip was a bit of work as well as pleasure, but that is the best thing about my job – it never really feels like work. Some memorable moments in Greece were watching Black Coffee perform, dining at fine establishments and meeting the most incredible people. It was perfect.

DOWNTIME HOTLIST

Go-to leisure outfit: Sweats and tracksuits. I tend to love chilled vibes. **Your happy place?** That's typically on a flight to my next destination! **A song you're listening to on repeat?** *Your Voice* by Awen & Caiiro. **A hidden gem you love?** Franschoek. I love a tranquil place with less traffic and noise where I can enjoy myself freely. This country has so much beauty and many world-class offerings. **A hobby you'd like to get into?** I would like to play padel and golf. I was an athlete at school, so I enjoy hobbies that give me some form of exercise. **One luxury that's actually a necessity?** Paying for convenience. Anything that makes your world easier to live in and will bring you a sense of peace. ■

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