



JOY  
BY





# ABOUT US:

Joy By is the US expansion of Irony Home, a Dubai-based luxury brand that is synonymous with Christmas. Irony Home has over 30 years of Christmas experience delivering bespoke Christmas décor in hotels and mall pop-up settings.

For over 30 years, We have decorated and installed Christmas decor at hundreds of hotels around the world, including Burj al Arab Dubai, Marina Bay Sands, Atlantis The Palm Dubai, Jumeirah Beach Hotel, Montage Beverly Hills, Montage Laguna Beach, The Langham Pasadena, Waldorf Monarch Beach, many more...

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[www.holidayjoyby.com](http://www.holidayjoyby.com)



## OUR TEAM



STEPHANIE  
DARDENNE

CEO

15 years of experience in  
ecommerce



RIMA  
DARDENNE

CREATIVE DIRECTOR

30+ years of experience in  
large scale holiday  
installations

AND WE KNOW CHRISTMAS....



{ *Brick & Mortar* }

1 MILLION DRIVEN IN OUR POP-UP STORES  
ANNUALLY ACROSS THE WORLD

{ *D2C* }

10 MILLION ORNAMENTS SOLD SINCE  
LAUNCH

{ *Services* }

400 HOTEL PROJECTS COMPLETED  
3000 TREES INSTALLED



# WHY US

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# JOY<sup>BY</sup> OUR PROMISE

THE HOLIDAYS SHOULDN'T BE HARD, WE MAKE  
THEM EASY.



1 *INNOVATIVE DESIGN*



2 *BESPOKE CREATIONS*



3 *ONE ON ONE ATTENTION*



01.

CONSULTATION

1

SITE VISIT &  
SPACE  
EVALUATION

2

*REQUIREMENTS  
GATHERING*

3

*PRELIMINARY  
PROPOSAL*







CORAL GABLES IS A CITY NEAR MIAMI, IN FLORIDA. IT'S HOME TO THE 1920S VENETIAN POOL, CARVED FROM A ROCK QUARRY, WITH ITS GROTTOES, TOWERS AND BRIDGE. CORAL GABLES MERRICK HOUSE IS THE RESTORED CHILDHOOD HOME OF CITY FOUNDER GEORGE MERRICK. FAIRCHILD TROPICAL BOTANIC GARDEN INCLUDES TREE-LINED LAKES, A TROPICAL RAINFOREST AND A BUTTERFLY DISPLAY. THE COLLECTIONS AT LOWE ART MUSEUM INCLUDE CUBAN AND CARIBBEAN WORKS.









MIRACLE MILE - FOUNTAIN 1

**OPTION 1** - NEW SUPPLY:







ENTRANCE ARCH 1 & 2

NEW SUPPLY:





MAIN STRIP LIGHT POLES

NEW SUPPLY:

DESCRIPTION	Color	QTY
Fiberglass bows	Red	97
Fiberglass bows	Gold	97



# STREET CORNERS

New Supply





M C B R I D E P L A Z A  
NEW SUPPLY:



LED Trees





GIRALDA PLAZA  
NEW SUPPLY:





GIRALDA PLAZA  
NEW SUPPLY:



# GET CONNECTED

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JOY<sup>BY</sup>