



STORY AND PHOTOS **WALTER FRANCZYK**

STYLING WITH HEAT

THE PLACE: Furniture and fireplaces are specialties at **Southern Comfort Hearth & Home**. In business for 20 years, Southern Comfort's 5,000 sq. ft. store showcases furniture, art and décor, with a fireplace gallery displaying 30 working models. "We're current with what's happening today, with design choices and what fits best," says owner Jennifer Roberts.

THE STYLE: High-quality, Canadian furniture is a popular choice. Solid wood construction ensures longevity. "It's going to last you a lot longer than some of the things you can buy today," says Jennifer. The store sells furniture for every room of the house as well as all the accessories. Custom upholstery offers clients thousands of choices. "You can choose your own fabric." Unique products, such as a concrete dinner table with chairs made of woven seagrass, can be found here.

THE PRODUCTS: In addition to furnishings, lighting, carpeting and home décor, Southern Comfort supplies, installs and services many different brands of gas, wood, pellet and propane

fireplaces. "More and more people are putting fireplaces in their homes as a focal point, not necessarily as just heat," says Jennifer. The store carries fireplaces by Valor, Regency, Hampton, Heat & Glo, Jotul, Astria and Quadra-Fire among others. "We can cover a wide scope of whatever you need," she says. Options are unlimited.

WHAT'S HOT: "Fireplaces are hot," Jennifer laughs. "They're trending now." Fireplaces have become an integral part of room design. There are so many appealing choices and styles that homeowners are putting them in their kitchens, their bedrooms and bathrooms. "For furniture, right now anything goes. We help

our customers to mix styles and create rooms that feel like home."

FAVOURITES: With the current value of our dollar, many people like Canadian products. "Our Canadian fireplaces and furniture are doing very well. People are trying to shop local, which we appreciate."

GET THERE: 8 Callaghan Rd., Lindsay 705.324.2555 | southerncomfort.ca **OH**

