



SPRING AWAKENING

PHOTOGRAPHY BY JASON HARTOG



THE PLACE: Customers frequently tell Carolann Mackie that **The Frugal Boutique** feels just like home. That's reassuring because Mackie searched high and low in Kitchener to find just the right spot to house her design studio and retail shop, finally settling on a space in a retrofitted industrial building. Mackie and her team transformed the space to suit their needs, keeping original brick and beams and turning the original vault into a stock room. "The whole space has eclectic charm and feels warm," says Mackie. "It has soul!" And the same goes for the products they sell - everything from furniture and lighting to art and accessories.

THE STYLE: "Our style is urban classic with a dash of hipster," laughs Mackie. "Our store has something for every taste and price point." The Frugal team (six ladies in all) is versatile. "We have an appreciation for all décor styles and we purchase items reflecting all sorts of tastes," says Mackie. In fact, that's one of



Left to right, Jennifer, Jamie, Bailey at back, Tara and Carolann seated.



her main goals: to offer customers items that are different from what they might find in other stores.

WHAT'S HOT: "A few of our staff-team members have an art background and love what art can do for a room," says Mackie. The Frugal Boutique sells lots of art, particularly larger pieces, and staff members can help clients select the perfect pieces for their homes and offices. Similarly, The Frugal Boutique is the only place in town selling Kitchener and Waterloo street art by AriaArt, which lists local street names (which are completely customizable, so you can add your own street). As part of The Frugal Boutique's fifth anniversary celebrations in March, Mackie has added the Jane by Jane Lockhart furniture collection to the store's repertoire. She can't wait to unveil it.

SEASONAL: For spring, The Frugal Boutique will carry lots of items in navy and coral. Yellow and grey will be as strong as they were last year, so expect to see splashes of those as well. Finally, "anything in deep green is hot," says Mackie, referring in particular to the Pantone colour of the year pick: emerald.

FAVOURITES: "We have two sets of design teams at The Frugal Boutique and we all have very different personal styles," says Mackie. But they all love tone-on-tone and lots of texture. Their favourite piece of furniture is the laddered bookshelf in distressed white. And when they need to create impact, Mackie says she carries a black paint called "Berlin" that is a "go-to favourite."

WHERE: Suite 101, 50 Ottawa St. S., Kitchener
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