

fine FURNISHINGS

PHOTOGRAPHY **TARA WEST**



THE PLACE: After 65 years in the furniture business, the staff at **Smitty's Fine Furniture** know what shoppers want. They know Waterloo Region residents – and shoppers who come from farther away, too – value top-quality and Canadian-made furniture. That's why about 85 per cent of the items in Smitty's showroom are made in Canada. In fact, the store has been working with many of the same manufacturers for decades. Its loyalty hasn't changed, although its location has: Smitty's moved to Kitchener about two years ago. Its new showroom is 23,000 square feet – about half the size of its former Cambridge home but no less stunning. "We're the same store we've been for 65 years, just in a new location," says Bob Scott, who has worked at Smitty's since 1986. Sales Manager Lani Lorenz agrees: "Customers come to us when they are looking for great value in Canadian-made furniture and good service from our sales consultants right through to our delivery team," she says.



LEFT TO RIGHT: Lauri Shaw, Lani Lorenz, Bob Scott, Claudia MacKenzie, Sandy Noel



THE STYLE: Most items at Smitty's are considered transitional – furniture and accessories that bridge the gap between traditional and contemporary. "We offer better quality Canadian-made upholstery and dining rooms, and bedrooms that appeal to our customer base throughout Southwestern Ontario," says Lorenz. Almost any item you see in store can be custom-ordered with your choice of colour, wood or fabric.

WHAT'S HOT: Steven & Chris club chairs in leather or fabric by Decor-Rest are best-sellers, according to Lorenz. However, it's the long-lasting furniture for all rooms that continues to bring people back to Smitty's over and over. "Our customers know that we are the mattress specialists, and we take great care in finding the right bed for each individual customer," says Lorenz.

SEASONAL: In winter, many people turn to Smitty's for fireplaces and cosy throws to keep them warm. For the holidays in particular, says Scott, curio cabinets are popular, as are recliners, which make fabulous gifts. Similarly, Smitty's has a great selection of artwork and accessories – perfect for the home décor lover on your list!

FAVOURITES: "I always enjoy sitting on the very latest styles of sofas and chairs that arrive onto the floor in the latest colours and patterns," says Lorenz. "Furniture always follows the fashion of our clothing, which makes it so much fun!"

WHERE: 170A Gateway Park Dr., Kitchener
519.658.9313 | smittysfinefurniture.com **OH**

