



Jean Bisnaire
and Shima Yazdan



FIND YOUR NICHE

STORY **ANDREA COX**
PHOTOGRAPHY **JASON HARTOG**

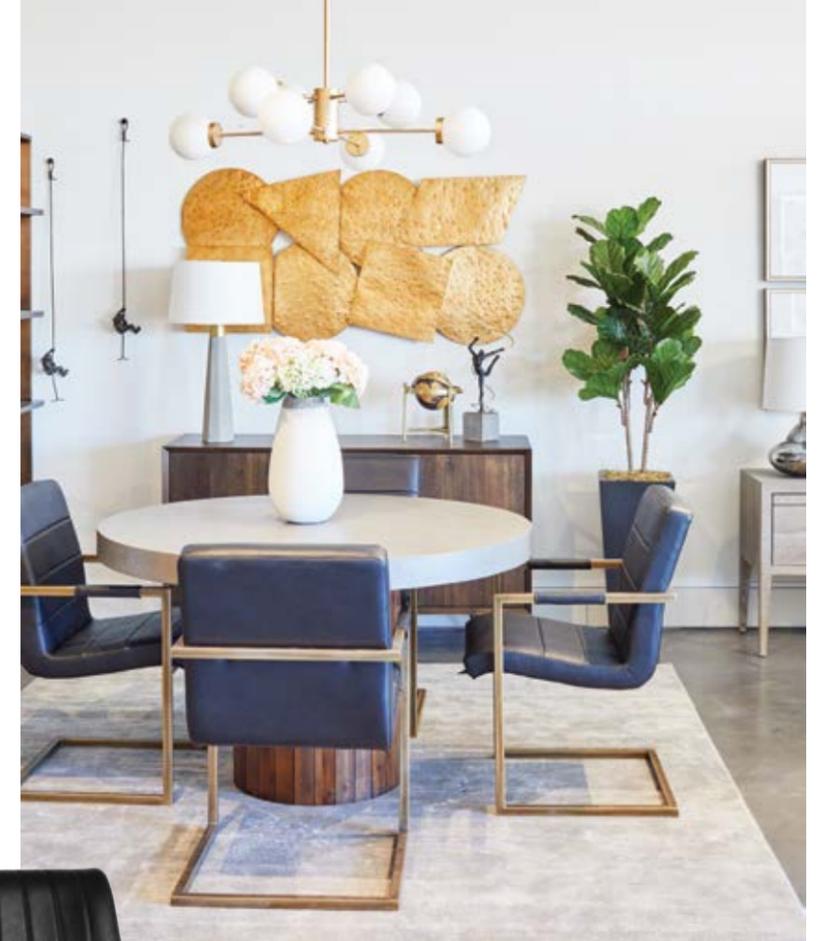
THE PLACE: The brainchild of designer Jean Bisnaire, **Niche Decor** began as a small custom design shop in Richmond Hill in 1992, and moved to Unionville shortly after. The custom furnishing and interior design company moved in 2012 from its 1,200 sq. ft. heritage home to a funky refurbished 10,000 sq. ft. warehouse in Aurora. "If this is what we can do to a warehouse, think about what we can do to your home," says Shima Yazdan, partner and vice-president of operations.

THE APPROACH: "Home furnishings and décor is what we do best," says Yazdan. "We showcase our beautiful product selection in our showrooms, and if anyone requires extra help, our design team is able to provide a more customized experience with in-home consultations. We can customize measurements, fabrics and add window treatments."



WHAT'S NEW: They've recently opened a 9,000 sq. ft. showroom in Newmarket where buyers can source design advice and browse a beautifully curated selection of furnishings thoughtfully displayed in distinctive room vignettes. "When you walk in, you see these home-like settings and can really relate to it," says Yazdan.

WHAT'S TRENDING: Yazdan and Bisnaire have an eye for classic styles that will easily flow into homes, and often see trends at furniture shows years before they hit the retail scene. "Right now we are really seeing the gold tones making a big play in furniture," says Yazdan. Mid-century modern is also popular, from tufted leather sofas to Noguchi coffee tables. "What's old is new again, with clean lines and modern twists. These pieces add a bit of personality to a space."



FAVOURITES: Yazdan says Jean is a really big believer that you should be comfortable in your home and love where you live, therefore, he purchases products for the two showrooms that reflect that thinking. Yazdan adds that textured wood finishes and stone-topped coffee tables are family-friendly choices. Her personal favourite? A solid, wormy maple harvest dining table in a rich black finish. "It just gives character to the piece without it being reclaimed or rustic. People can relate to it."

WHERE:

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