



STORY **SARAH SLOAN**
PHOTOGRAPHY **STEVE SMALL**



Lani Lorenz, Joannie Pollard,
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FURNITURE through the ages

THE PLACE: It was in 1949 when Edward “Smitty” Schmidt, along with his two sons, opened Smitty’s Shopping Centre in Hanover – a town already well known in the Canadian furniture industry. Their store specialized in pianos, groceries, hardware and paint. In the 1960s, Smitty added appliances, drapery, carpet and furniture. It was soon rebranded **Smitty’s Fine Furniture**, attracting clients from near and urban centres. By 1980 its focus became Canadian-made products. With success came expansion and an

additional location opened in Cambridge in 1985, which was relocated to Kitchener in 2014. Nearly seven decades later, the business is still owned and managed by family members who agree that “home furnishings must be in our blood!”

THE STYLE: It’s not just the incredible selection of Canadian-made furniture that comforts clients at Smitty’s, it’s also the dedicated, friendly and knowledgeable staff that keeps third generation customers coming back to buy their

furniture. With help from 12 interior decorator sales consultants between two store locations, customers can easily find the right design, style and colour combination for their homes.

WHAT’S HOT: You will always find the latest styles at Smitty’s Fine Furniture. Their Canadian-made sectionals, recliners, leather goods and dinettes are in demand. “Our customers want to know the type of wood used, where it comes from, how the product is produced and what’s inside,” says Lani Lorenz, sales manager and granddaughter of Edward Schmidt. As for what’s hot, you just have to look at the catwalk as furniture design follows fashion trends. “So naturally, the furniture pieces have become much more colourful, patterned and lighter over the

past few years. Wood finishes have light washes and can be highly distressed.”

FAVOURITES: “Sixty per cent of our business is customized for the customer, not only upholstery, but most bedroom suites, dining rooms and occasional pieces,” says Lani. “Tables can now be made-to-order according to the customer’s desire for colour and distressing.”

GET THERE: 170 3rd St., Hanover 519.364.3800 | smittysfurniture.com **OH**

