



## FOR IMMEDIATE RELEASE

### ***Jane by Jane Lockhart* puts consumers in the driver's seat with an infallible approach to furniture design**

#### **On trend but not trendy, 40+ palettes personalize the selection process**

February 1, 2012 – Toronto...Celebrated Interior Designer and popular television personality Jane Lockhart (intern ARIDO, BAAID) has joined forces with top Canadian furniture suppliers, Korson Furniture Design and Statum Designs Inc. to launch *Jane by Jane Lockhart*, a fresh, smart, consumer driven line of furniture.

*Jane by Jane Lockhart* is an innovative new line that takes the guesswork out of furniture selection. Drawing on her colour theory expertise and more than 20 years working with interior design clients, Lockhart has created a design forward line of eight collections that present an infallible approach to design.

On trend, but not trendy, the prêt-à-porter furniture line modernizes the design process. Lockhart's approach allows consumers to relax and have fun with the security of knowing everything has been hand-selected to flawlessly coordinate.

After selecting styles, consumers are able to narrow down fabric selections from signature mood boards. "When things don't work it's stressful," says Lockhart. "I wanted to eliminate the periphery and make it simple." *The Mineral* collection offers cool neutrals and lush, tactile textures while *The Spirited* collection encompasses bold wovens, vintage inspired graphic prints and splashes of playful colour (think citron and tangerine).

More than 40 expertly tailored mood boards offer consumers *hundreds* of fabric choices. Purchasers can stick to just one palette or incorporate fabrics from multiple.

Achieving a serene balance of luxury, elegance, and timeless tradition, *Jane by Jane Lockhart* offers a range of contemporary to classic looks. "Furniture must look beautiful and the fabric and details should evoke luxury and timeless elegance, but not so formal that you're afraid to sit in it," says Lockhart. Striking nail head and tufting details, lush textures and clean lines evoke richness far beyond the accessible price point and will surprise consumers who may not expect a well-designed, quality product at a truly affordable price.

Eight distinct collections provide a wide range of styles appealing to a variety of different retailer and consumer tastes. "They're like my children," jokes Lockhart. "I wanted each piece to have its own personality, its own unique details." The Hemingway collection is a nod to tradition; the Granger is contemporary, while The Stanwyck is an ode to retro with a twist, each with Lockhart's modern interpretation.

Fabric is paramount for Lockhart and finding the right options required constant communication with the mills. “I’ve chosen designs with lasting sustainability. It’s really important that it looks good, but it also has to perform,” she says. Deviating from typical microfibre options prominent in the marketplace, Lockhart opted for blends of natural and synthetic fibres and more durable, textured fabrics. “I’m a practical person and I think about kids, pets, and spills when I choose a fabric.”

In addition to fabric options, consumers can also select from a variety of sizes, finishes and foam densities. Customized pieces from *Jane by Jane Lockhart* ship in four to six weeks. “I chose partners who I knew from experience could deliver a quality product,” says Lockhart.

“I’ve worked with both Korson and Statum for many years, sourcing and designing custom pieces for my clients and I trust them,” says Lockhart. “Statum just *knows* how to build the most comfortable seat in the business and they worked tirelessly with me sourcing durable fabrics with a great hand.”

“Our local manufacturing facility allows us to turn around custom products quickly without compromising quality,” explains Angelo Gallo, owner of Statum Designs Inc.

To compliment Statum’s upholstery collection Jane has engaged Korson Furniture Design to develop a line of casegoods that includes living and dining tables, accent chairs and ottomans. “Jane designs with responsibility and her design direction makes people comfortable,” says Vincent Napolitano of Korson Furniture Design. “We’re often asked, what’s *new*, what’s *next*? The *Jane by Jane Lockhart* collection has a luxurious, upscale aesthetic with a consumer-friendly price tag.”

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For media inquiries, high-resolution images of the *Jane by Jane Lockhart* collections & mood boards, or to schedule an interview please contact publicist.

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