



Jane Lockhart, interior designer, TV personality and creator of the new *Jane by Jane Lockhart* collection from Statum Designs and Korson Furniture Designs.

Designing woman: Colour Jane confident

INTERIOR DESIGNER, TV PERSONALITY AND AUTHOR JANE LOCKHART PROMISES TO INVIGORATE THE MARKETPLACE WITH WHAT SHE DESCRIBES AS AN “INFALLIBLE APPROACH TO FURNITURE DESIGN” IN HER FIRST COLLECTION FOR THE INDEPENDENT RETAILER.

MICHAEL J. KNELL

IT'S NOT SURPRISING THAT JANE LOCKHART would make colour the central focus of her first collection of household furniture for the Canadian market.

After all, she made her name hosting HGTV's *Colour Confidential* for six seasons while writing a book entitled *Room Recipes: Cooking up Style with Colour*.

The *Jane by Jane Lockhart* furniture collection was launched at this year's Canadian Home Furnishings Market as a collaborative effort between the Toronto-based interior designer and TV personality and two local furniture resources – upholstery specialist Statum Designs and Korson Furniture Designs, a full-line importer and exposed-wood chair manufacturer.

Lockhart says the idea was simple – “to launch a fresh, smart, consumer-driven line of furniture that will

stir the marketplace.” For the consumer, or the end-user in the parlance of most interior designers, the aim was to take the guesswork out of selecting furniture for almost any living space.

Drawing on her knowledge of colour theory and her more than 20 years of experience working with interior design clients, both homeowners and developers, Lockhart created what she believes is a “design-forward line of eight collections that present an infallible approach to design.”

Jane by Jane Lockhart, she believes, is “on trend, but not trendy,” and will allow the consumer to relax and have fun while shopping for furniture.

ALL ABOUT LOCKHART: NOT YOUR AVERAGE JANE

A graduate of the School of Interior Design at Ryerson University in Toronto, Lockhart has been a practicing interior designer for the past 15 years. During that time, she has undertaken many successful retail, theatrical, restaurant and residential projects.

Last year, her firm was awarded the Building Industry and Land Development Association's prize for the 2010 Best Model Home for its design of the Kylemore Communities development at Angus Glen in the northern Toronto suburb of Markham, Ontario. And for the past two years, she has won first place in the National Kitchen & Bath Association's design competition in the Best Large Kitchen category. In 2010, she also took the Canadian branch of the NKBA's Pinnacle Award for best overall design in Canada. And that year, she placed third overall in the U.S. NKBA competition.



Produced by Korson Furniture Designs, the A1221 console table is part of the case goods group currently included in the *Jane by Jane Lockhart* collection.



While building her practice, Lockhart has appeared frequently on Canadian television in addition to hosting *Colour Confidential* for six seasons on the W Network. She has appeared on a number of shows, including Lynette Jennings' Home and Home Works, CBC's *What on Earth*, CityTV's *CityLine*, and *One House, Two Looks* on HGTV.

For Angelo Gallo, owner of Statum Designs, Lockhart brings a different sensibility to her furniture line, which he believes will give it staying power in a fickle marketplace. He particularly cited her passion for and knowledge of colour.

"The industry is changing," Gallo says, with consumers looking not just for product but for solutions to problems when it comes to the home. And colour is one of the key starting points, he says, adding, "She picked out all of the colours and put them all together; she really got involved with pulling this all together."

"Jane is very marketable," says Vincent Napolitano, a partner in Korson Furniture Design, which created the case pieces. "She designs with responsibility, and her design direction makes people comfortable. Buyers often come to us asking what's new, what's next? The *Jane by Jane Lockhart* collection has a luxurious, upscale aesthetic without sacrificing mass-market appeal, and I'm confident the collection will be well received."

RELAX AND HAVE FUN: NOT YOUR AVERAGE COLLECTION

There are eight groups in the initial *Jane by Jane Lockhart* collection. Each follows Lockhart's

approach, which allows consumers to relax and have fun, with the security of knowing everything has been hand-selected to flawlessly coordinate.

After selecting the desired style, the consumer is able to narrow down fabric selections from signature mood boards, part of the point-of-purchase package being offered to all retailers flooring the line. "When things don't work, it's stressful," says Lockhart. "I wanted to eliminate the periphery and make it simple."

For example, the *Mineral* fabric collection offers cool neutrals and lush, tactile textures, while *The Spirited* collection encompasses bold woven cloths, vintage inspired graphic prints and splashes of playful colour (think citron and tangerine). "You can stick to just one palette or you can cross-pollenate and incorporate fabrics from two or more palettes," Lockhart says.

Jane by Jane Lockhart covers the range from contemporary to classic looks, which its designer believes achieves a balance of luxury, elegance and tradition. "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 nailhead and tufting details, lush textures and clean lines evoke richness far beyond the accessible price points, she says, and will surprise consumers who may not expect a well-designed product at a truly affordable price.

The eight distinct collections' wide range of styles should appeal to a broad cross-section of tastes. "They're like my children," says Lockhart. "I wanted

Jane Lockhart describes the Sutherland as a unique sofa, designed for those with discriminating taste and attention to detail. With a full bench cushion for a clean look, square tufting and contrast piping in pale gray layered on a slate blue body, this sofa is both comfortable and stunning to look at, a statement piece for any room in the home.