

THE DESIGN DISTRICT

Downtown Victoria is more stylish than ever with the official amalgamation of the newly branded 'Design District'. Bordered along one side by the Inner Harbour and on the other by attractive streets and hidden alleyways directly surrounding Victoria's Historic Chinatown, the Design District offers a unique collection of furniture, luxurious fabrics, hand-knotted rugs, vivid lighting, eclectic

artwork and an abundance of home décor accessory shops. Local clientele and part-time residents are sure to find everything required to decorate their homes, while enjoying the lively atmosphere provided by the many cafes, brewpubs and fine restaurants. Outdoor and garden enthusiasts who revel in the joys of West Coast living will delight in the Design District's outdoor adventure, garden and patio stores.

THE DESIGN DISTRICT



1 MARKET SQUARE'S location is on every savvy shopper's radar. Situated in the heart of Old Town, one side borders trendy 'LoJo' fashion Mecca while another side joins up with the Design District. The Square offers a wonderful shopping experience with its heritage brick buildings, housing locally-owned boutiques, surrounding an open air courtyard: great for lunching in the summer or taking in one of the many outdoor events.
560 Johnson Street | 250-386-2441 | www.marketsquare.ca

2 The term 'bespoke' derives from the word bespeak, meaning to ask for or order something. The main focus of **BESPOKE DESIGN** is soft furnishings, ready-made and custom-designed, including bedding, cushions, furniture and window coverings. A selection of quality textiles from Canada and abroad is available, with quality seamstresses providing tailor-made items at accessible price points. Bespoke is Vancouver Island's only purveyor of high-quality, environmentally-friendly paints and wallpapers by Farrow and Ball.
517 Pandora Avenue | 250-298-1105 | www.bespokedesign.ca



3 CAPITAL IRON is one of Victoria's last old time retailers. We have the largest selection of patio furniture in the city. To beautify that special place, check out our unparalleled assortment of ceramic garden pots, plants and garden accessories. If you like to BBQ (and who doesn't) our BBQ department is a must.

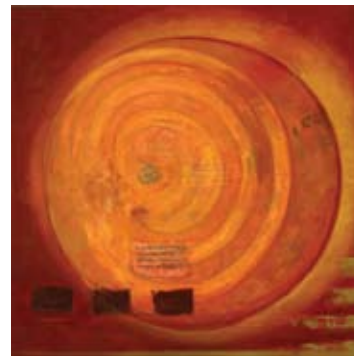


1900 Store Street
250-385-9708 | www.capitaliron.net



4 A newly restored gallery in Victoria's historic Chinatown featuring rotating exhibitions of emerging and established artists' works including photography and sculpture, **DALES GALLERY** guides clients with their framing selections to bring out the best in their one-of-a-kind creation. The presentation of art in any given environment is vital to the enjoyment of the artwork.
537 Fisgard Street | 250-383-1552
www.dalesgallery.ca

5 Located in the heart of Victoria's Design District, **FULL CIRCLE STUDIO ARTS** blends a mix of contemporary artworks from BC artists with gifts that soothe the spirit and soul. Our ever-changing exhibits provide our visitors with an eclectic selection of original works in oil, acrylic, watercolour, sculpture, ceramics and jewellery. Our services include friendly and experienced staff offering full custom framing, world-wide shipping services, home and office art consulting.
1800 Store Street | 250-920-4037 | www.fullcirclestudio.ca



7 INSIDEOUT HOMESTORE LTD. For more information check out our user-friendly website or for a design consultation please contact Alexandra.
Email: insideouthomestore@hotmail.com
1627 Store Street | 250-388-0661
www.insideoutvictoria.com



6 IPC DÉCOR offers a stunning collection of handmade rugs in transitional and contemporary designs including Calvin Klein. We will assist you in creating an inspirational roomset for your new home or renovation. We also carry the exclusive line of American Leather custom made furniture. We offer complimentary consultation and courtesy to the Interior Design Industry. Visit our showroom.
#22 - 532 Herald Street | 250-361-3772
www.ipcdcor.com

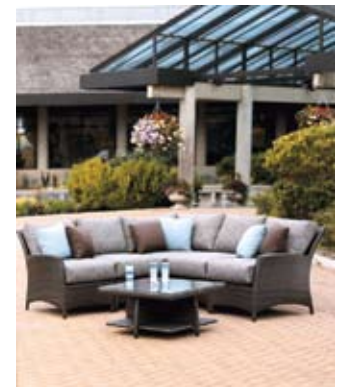


8 JOSEPHINE'S HOME EMBELLISHMENTS A charming boutique-style home furnishings and accessories shop featuring antique, vintage, and French-inspired pieces set in small vignettes. You will also find an eclectic display of sumptuous bedding, glitz and glam jewelry, handbags, and designer ready-made draperies in a multitude of colors and fabrics. Recent arrivals from New York City historical buildings are unique tin ceiling panels and cornices fashioned into clocks, mirrors and shelves.
21-532 Herald Street, Victoria | 250-478-2325
www.josephineshome.com

9 LIBERTY INSIDE is a Vancouver-based home décor retailer with locations in Vancouver, North Vancouver, Langley and Victoria. Beyond cheeky, chic and unique, Liberty is an experience in balance and beauty. It's about living well, and living beautifully. The Liberty look is forever playful and glamorous, edgy and classic, beautiful and livable - but always with a wink. Our goal is to inspire our clientele by offering creative and knowledgeable advice in a very alluring setting.
1630 Store Street | 250-389-1180
www.libertyinside.com



10 MCLARTY'S RATTAN UNLIMITED specializes in turning your outdoor space into living space. On display is the Island's largest selection of attractive, care-free, weatherproof seating, dining and lounging creations. Choose from wicker, cast aluminum and teak. Styles range from traditional to contemporary.
1807 Store Street | 250-384-3243
www.mclartysfurnishings.com



DD

THE DESIGN DISTRICT

“The Design District image not only represents the district itself, but a community in which we are very proud to be a part of. It was a great honour to be given the opportunity to create an image for what I feel is such an important project for our city.”
—The Meade Design Group

DD THE DESIGN DISTRICT DD



11 MIROIRS is a fun little shop in the heart of the Design District. The treasures found there are eclectic, eccentric, and exquisite. Miroirs is unique in that it is the only store specializing in beautiful framed mirrors. The constantly changing selection of hundreds of mirrors is complimented by a growing inventory of funky lamps and lighting, many in the Tiffany-style.
1824 Government Street | 250-361-3382

13 Moving to Herald Street this summer, **MONARCH FURNISHINGS** has been providing Victorians with unique contemporary furniture for 25 years. Stop by the current location at 727 Summit Ave (at Douglas), just 5 minutes from downtown or visit us online.
250-388-4226
www.monarchfurnishings.com



12 Made with Love...Born of longtime friendship, and a desire to serve excellent food to friends, foodies, hipster families, retirees and everyone in between, **MO:LE** restaurant has grown from a simple eatery into an institution in just a few years. When seasonally possible we source from local and organic farms. Mo:Lé serves creative and lovingly prepared food made for all tastes and eating philosophies (vegan and raw foodies included). Breakfast and Lunch: 8 am – 4 pm 7 days a week. Dinner: 6 pm – 11 pm Friday and Saturday Nights.
554 Pandora Avenue | 250-385-6653 | www.molerestaurant.ca



16 ONLYHUMAN MODERN FURNITURE offers a varied range of furniture, lighting and ceramics from the ground-breaking Dutch design group Moooi and Droog to Jonathan Adler's playful menagerie, to the wild and youthful art of local Caleb Speller. Also featured in the showroom are some examples of their own furniture creations.
#8 Dragon Alley – 532 Fisgard Street | 250-592-9712 | www.onlyhuman.ca

17 ROMANOFF HOME offers a timeless collection of products for your home, from classic to contemporary, but always reflecting an exquisite taste that is the hallmark of Romanoff Home. Make your home part of the Romanoff collection.
508 Herald Street
250-480-1892
www.romanoff-home.com



18 SPROUTS CHILDREN'S BOUTIQUE is located in the heart of Victoria's Design District. The boutique carries vintage-inspired and heirloom-quality products catering to new moms and children aged newborn to eight years of age. The owners' search for more sophisticated products to outfit their own children's rooms, led them to lines such as Bratt Décor, House Inc, Dwell and various accessory companies that offer unique and timeless accents and furniture that helps create rooms that grow.
202-536 Herald Street | 250-388-9525 | www.sproutskid.com

14 Located in Market Square, **MUFFET & LOUISA** allows you to indulge in everything that is lovely for your home. For the past 20 years we have been committed to choosing only high-quality reliable items for your kitchen, dining, bed and bath.



- Clad • Le Creuset • Wusthof
- Riedel • Sophie Conran
- Abyss • St. Geneve

1437 Store Street, Victoria
250-382-3201
2389 Beacon Avenue, Sidney
250-656-0011
www.muffetandlouisa.com



15 NEW ENGLAND SQUARE offers a great selection of beautifully hand-crafted solid wood and upholstered furniture, country-style lighting, and home accessories for the discriminating home owner. Our furniture is crafted in New England, Pennsylvania, and North Carolina.
152-560 Johnson Street
(entrance on Pandora @ Market Square) | 250-384-5777
www.newenglandsquare.com



19 SWAN'S BOUTIQUE ART HOTEL in "Old Town" Victoria consists of 30 unique suites with original artwork and fresh flowers. The Bistro and award-winning Brewpub, with live bands each night, are the perfect spots to eat and have fun.
506 Pandora Street | 250-361-3310
www.swanshotel.com

20 UNION PACIFIC CAFÉ Up After Dark is Victoria's premier tasting room featuring a selection of artisanal cheese, cured meats, and a variety of BC and imported wines. Up After Dark strives to use the best in local ingredients and suppliers to ensure no two visits will be the same.
537 Herald Street | 250-380-0005



21 VIXEN HAIR STUDIO
Unit 101-1619 Store Street | 250-381-8496
www.vixenhairstudio.com





Design District professionals answer your frequently-asked questions, providing insightful suggestions and useful information that will add taste and quality to any home-decorating project.



Q *If I need custom furniture made, what is the process?*

A At Onlyhuman we'll meet with you to discuss your needs. Function and style are the major areas we need to cover. We're happy to build your vision, or equally comfortable designing something specifically for you. The next step is to put these ideas on paper, fleshing out the form, adding the fine details, and pricing. Once you have approved the design, we head to the workshop to bring it to life. Visit our showroom to see examples of our work.

Onlyhuman Modern Furniture | www.onlyhuman.ca

Q *What defines a bespoke home?*

A A home suited to an individual's personal tastes and value which reflect one's lifestyle. An effort is taken to balance the needs of the space with the importance of the individual items for the homeowner. For example, a room designed to receive and entertain friends and family would have value placed in artwork and furnishings rather than a small TV hiding in a cabinet. Thoughtful planning and conversation leads the team at Bespoke Design to tailor a home based on an understanding and appreciation of the homeowner's wants and needs all while striving to combine function with style.

Bespoke Design Ltd. | www.bespokedesign.ca

Q *What pieces do you feel are the best to invest in and what pieces can I get away with spending less on?*

A Our clients really want their furniture pieces to last (dining tables and chairs, sofas, arm chairs...). These are the pieces that get a lot of use and need to stand the test of time, therefore it's wise to spend more on these pieces. With respect to accessories, these items can be more seasonal or novelty, and changed more frequently during holiday seasons. Unless it is a piece of original art or lighting, it's best not to spend too much on accessories if you plan on changing them often.

Liberty Inside | www.libertyinside.com

Q *I would like to decorate my child's nursery, but I don't know what my baby's gender is. Do you have tips for a gender neutral nursery?*

A First start with colour. Choose the colour for the room depending on what feeling you want the room to have, playful and fun or serene and calming. Colours we like for a playful and fun room are a light blue or a beautiful pale green shade. These colours are bright and fun, but subtle at the same time and they coordinate with almost any accent colour. Serene and calming colours could be in the spectrum of greys or soft yellows.

Sprouts | www.sproutskid.com

Q *Can you shed some light on the subject of types of stainless steel used in barbecues?*

A The stainless steel in barbecues is talked about in grades. The grades most commonly found in barbecues are 304, 200 and 430 series. Of these, 304 grade is the most expensive of the three. It is very rust resistant and maintains this quality when exposed to heat which obviously is important. The 200 series is somewhat rust resistant and doesn't do well in high heat environments. Last, we have 430 grade which is fine on the body or non-heated sections of the barbecue. Another important thing to remember is that the thickness or gauge of stainless used determines its durability and cost. A gauge of 16 is thicker than 18 gauge, the lower the thicker. One last thing – all of these grades of stainless scratch fairly easily, so when cleaning with a stainless steel cleaner or soap and water, ensure you rub lightly with the grain.

Capital Iron | www.capitaliron.net

Q *I love your look, how do I get it?*

A Buy what you love, letting your home evolve. Introduce a little modern with antiques or a little contemporary with vintage; collect one or two statement pieces and embellish with drapery, cushions or wall art, keeping your colour stories together.

Josephine's Home Embellishments | www.josephineshome.com

Q *What should I look for when shopping for outdoor furniture?*

A First seek out good design that will not become tiresome. Then it is vitally important to find furniture that is constructed with quality elements. In our climate on Vancouver Island, steel-tube framing is destined to a short life due to corrosion, even if coated. Aluminum has proven to be the best material and it must be 'powder coated'. Welded extra heavy commercial grade frame tubing or cast aluminum will serve well for many years and will withstand heavy loads. The grade of aluminum is a factor as well. Recycled aluminum does not have the strength and corrosion resistance of 'pure' aluminum. Your dealer should be able to answer these issues or at least point you to a source.

McLarty's Rattan Unlimited | www.mclartysfurnishings.com

Q *Your prices are very reasonable for such interesting pieces. How and Why?*

A Our products are from Central Java in Indonesia and we have exclusive rights to a large range of products. We import direct from most of our suppliers and, therefore, cut out the middleman; we then pass on the savings to our clients.

Monarch Furnishings | www.monarchfurnishings.com

Q *The sheet is only 200 thread count and feels so soft. Don't good bed linens have to have a high thread count?*

A . Thread count is only part of the story of good linens; it is simply how many threads there are in a square inch of fabric. Once you know this, you realize that claims of extremely high thread count are not possible unless the thread is as thin as gossamer. The quality of the fibres used to make the thread is much more important. Silky 'sateens' can be woven tighter than crisp 'plainweaves' but good quality cotton will always feel good, no matter the thread count.

Muffet and Louisa | www.muffetandlouisa.com

Q *What is the relationship between price and value of an oriental rug?*

A The relationship between price and value in an oriental rug is a very challenging problem any buyer has to face, for there is only one fully valid definition. The value of a rug is what someone is willing to pay for it. The oriental rug, whether it be a traditional or a contemporary piece is more a work of art than any other article of everyday use; but it is also an article of greater usefulness than are the creative products of any other art form.

IPC Decor | www.ipcdecor.com

Q *I have noticed that mirrors are used in the design of spaces. Why?*

A Mirrors make rooms seem larger and brighter. They add depth and dimension to smaller areas. Decorative mirrors help to reflect and enhance your room lighting. Create instant space by placing large mirrors in your living room and dining rooms. Got a small entryway? A mirror can create the impression of a hallway where there isn't one. If you don't have a lot of accessories or artwork, a grouping of mirrors provides a striking and inexpensive focal point.

Miroirs | 250-382-3382

Q *Why would I pay extra for a custom picture frame when I can buy a ready made frame at a discount store?*

A There are many times when a mass-produced frame is appropriate. However, when you are ready to prepare your fine art or treasured heirlooms for display, custom framing is the best answer. A properly finished custom frame is the union of artwork, matting, moulding and other elements to create a presentation that is unique, that compliments your personality, and enhances your home or office. It is more personalized than most of your other furnishings. Our picture framer and designer will recommend the best design techniques and colour coordination to make the framing itself a work of art.

Dales Gallery | www.dalesgallery.ca

Q *What does Full Circle Studio Arts offer that other galleries may not?*

A Our main goal is to help our clients develop and implement a plan for their visual environment. As professional art consultants we have the experience to help you transform your vision into reality. Full Circle's large network of artists allow you to explore unique and eclectic images you may never have had the opportunity to consider. Enjoy the atmosphere of the gallery or have our consultants visit your office or home. Our staff has worked with large corporations, developers, real estate companies and home owners, and their repeat customer business acclaims their satisfaction.

Full Circle Studio Arts | www.fullcirclestudio.ca

Q *You attended the Design Show in New York recently – what was new at the show?*

A I think the first thing that struck me was the close connection between fashion design and what we are seeing in interior design. This includes the use of patent leather and quilting for furniture with a look similar to a Chanel purse. Colours this year include earth and natural tones that provide a softer look to a home.

Romanoff Home | www.romanoff-home.com

Q *What distinguishes New England style furniture?*

A Much of New England style furniture is hand crafted using the classic furniture manufacturing methods that have been used by craftsmen for the past 300 years. This includes selecting the finest grained solid woods, using proper joinery techniques, and hand finishing each piece. Most of our furniture is built by one cabinetmaker that builds the piece from start to finish and signs the completed piece. Although the furniture is based on a historical period, it's timeless in design and can be used in classic country and more contemporary environments.

New England Square | www.newenglandsquare.com

Q *As a homeowner visiting your store or website, what kind of services should I expect?*

A As a family owned and operated business, located along Victoria's famous Inner Harbour, our customer service is something we thrive on. We offer full design services, whole home packages and custom furniture. We have now expanded our business to include Engineered Hardwood, Cork and Bamboo floors.

Insideout Home Store | www.insideoutvictoria.com