

Finding treasures for home & garden in Design District



Downtown Victoria's Design District includes shops, boutiques, brewpubs and cafés. Photo by Kathleen Hay

WE ALL KNOW that Victoria is a pretty dynamic and vibrant place but it is its many districts that add to the city's personality. Just as LoJo has become known as a one-stop fashion district, the Design District is known for — you guessed it — its eclectic collection of design-focused businesses including shops, boutiques, brewpubs and cafés.

Just a short stroll from the Inner Harbour, home for the Design District is one of Victoria's most historic neighbourhoods between Government and Store streets, Herald and Market Square. It also includes Dragon and Fan Tan alleys and Canada's oldest Chinatown.

The District was formed to establish a connection between the many design-focused residential and commercial tenants located in the area and to communicate to potential customers that the District offers everything they need to decorate their home or garden. Associate memberships are also available for professionals in design-related businesses even if they are outside the Design District boundaries.

Here, shoppers will discover unique

treasures for their home and garden. "We have it all," Pamela Robert, Chair for the Design District said. "And we're unique — old buildings, different shops, restaurants, pubs, cafés. The Design District has a presence. It's a fusion of an eclectic mix that you can't find anywhere else."

But it's so much more than that — it's a lifestyle. The mix of residential and



THE DESIGN DISTRICT

commercial tenants encompassing furniture retailers, a boutique hotel, home decor specialty shops, outdoor adventure, garden-patio stores, cafés and restaurants

"ensures that the District is also a destination," Robert said.

This is where you can find everything on your wish list: From garden furniture to lighting to rugs to artwork and you can top it all off with an afternoon kayak in the Inner Harbour, dinner and a pint. It just doesn't get much better than this.

Members are excited about the first condo development coming to the Design District. Construction starts in April on 601 Herald, whose developers have already joined the association. And once The Hudson is completed, the local residential clientele will increase. "The Design District

is a very attractive area and we can offer residents a meaningful experience."

In conjunction with support from the Downtown Victoria Business Association, the District has been instrumental in giving the area even more appeal with the addition of a new harbour ferry stop, additional pedestrian crosswalks and lighting in many of the trees. A more recent initiative, funded in part by the City of Victoria and the DVBA along with many other organizations within Chinatown (too numerous to list) was the addition of festive red and yellow lanterns that were added to Fisgard Street in the heart of Chinatown.

What's next? More green spaces.

So, the next time you're out searching for home décor treasures, you'll find them all at the Design District.

"We're unique — old buildings, different shops, restaurants, pubs, cafés. The Design District has a presence. But it's so much more than that. It's a lifestyle."

~ Pamela Robert,
Chair, Design District

DD FURNITURE ♦ ACCESSORIES ♦ BREWPUBS ♦ FINE RESTAURANTS ♦ CAFES DD

OBJECTS D'ART ♦ FABRICS ♦ RUGS



THE DESIGN DISTRICT

Indulge your sense of style in this dynamic neighbourhood of shops, boutiques and design businesses where you'll find unique treasures for your home and garden. This is where lazy afternoons offer the perfect excuse to enjoy a relaxed lunch or early dinner in one of the many cafés, brewpubs and fine restaurants. Discover your treasure today.

WWW.VICTORIADESIGNDISTRICT.COM

BETWEEN GOVERNMENT & STORE — HERALD & MARKET SQUARE



TREASURES
FOUND DAILY!

[FIND YOUR OWN TODAY]

OUTDOOR LIVING AND ADVENTURE

DD LIGHTING ♦ INTERIOR DESIGN ♦ AND EVERYTHING FOR YOUR GARDEN AND PATIO DD