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# Meet our cover models



## Ben Van Iderstine

Ben Van Iderstine's modelling career began in an unconventional way — with a love of baseball. He met Kip Simon, owner of 22Fresh, when the two worked together at a baseball academy in Regina. When Simon opened 22Fresh, he asked Van Iderstine to model some of the clothing. Since then, Van Iderstine has modelled in a number of shoots and fashion shows, primarily for 22Fresh, as well as a select number of other designers. In addition to his casual modelling career, Van Iderstine works full-time at Captive Audience in Regina.



## Cindy Kobayashi

Cindy began modelling at the age of 18 with Portfolio Model Management, who closed soon after sending her to Toronto on contract with BMI agency. One year later, she was recruited by EDGE Agency and spent the better part of three years modelling professionally in Taiwan, Hong Kong, Thailand and Japan. Cindy then took a hiatus from modelling, returning home to go to university and start a career in non-profit. In 2010, she returned to modelling after reuniting with EDGE Agency owners Lisa Marie and Gregg Schwartz. Since then, Cindy has done a variety of local modelling work, including on the runway for Saskatchewan Fashion Week and Hillberg & Berk, as well as advertising campaigns for Midtown Plaza and Hotel Saskatchewan.

### On The Cover:



#### Male model: Ben Van Iderstine

**Suit:** Strellson, **Shirt:** Eton, **Tie:** John Varvatos Collection  
**Belt:** Bugatti, **Socks:** Pantherella, **Shoes:** Hamlet,  
**Pocket Square:** Ted Baker, **Wardrobe:** Provided by Colin O'Brian

#### Female model: Cindy Kobayashi

**Dress:** Provided by Dean Renwick, **Shoes:** Spring

**Loft provided by Steelings**, a division of ABC Welding

**Daryle Young** 306-757-6909 [www.steelings.ca](http://www.steelings.ca)

Photo by Shawn Fulton

**Project Coordinator:** Mitchell van Seters [mvanseters@leaderpost.com](mailto:mvanseters@leaderpost.com)  
**Editor:** Miranda Burski, **Design and Layout:** Bonnie Bird, Jacque Bumphrey

A LEADER-POST Special Feature



## An exciting time for Saskatchewan's fashion industry

By Irene Seiberling  
Leader-Post Lifestyles Co-ordinator

Saskatchewan may not be a fashion mecca — yet. But we're definitely working on it!

We are truly blessed to have such a talented group of creative people working in the province's fashion industry — fashion designers, models, hairstylists, makeup artists, fashion photographers and videographers. Together, they are helping put Saskatchewan on the industry map.

As a journalist, it's exciting to watch and write about this province's fashion industry as it evolves. We've come a long way in the more than three decades that I've been covering Saskatchewan's fashion scene.

I've followed local entrepreneurs as they transform a dream into reality, watched as a passion for design grew from a sideline business into a million-dollar-plus operation that employs an ever-growing staff.

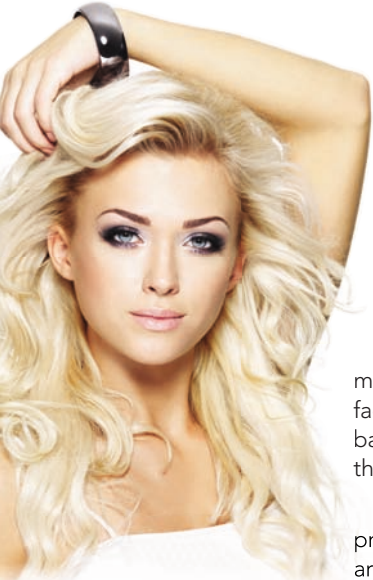
People have finally stopped apologizing for being from Saskatchewan. Instead, they are now celebrating and showcasing local talent and creativity.

It's exciting!

With events like Saskatchewan Fashion Week, I'm sure the best is yet to come.

Kudos to Saskatchewan's fashion industry!

Above Photo by Matt Powers, Leader-Post



# Eye shadow, lipstick *and everything in between*

By Miranda Burski L-P Specialty Products

*W*hen it comes to makeup, colour is a very important factor. Whether it stands out or is barely there, colour can make all the difference.

Sonja Clifton-Remple, a professional freelance makeup artist, knows this first hand. She has worked in the industry for more than 15 years and often incorporates makeup trends into her work, regardless of whether she's working with models at professional shoots, or with clients at weddings or other special occasions. She said that, colour-wise, makeup trends this fall include reds and burgundies for the lips, greys and prunes for daytime eyes, and glittery and metallic-shaded eyes for a night on the town.

That isn't to say that attention-grabbing colour is the be all and end all of what you should aim for, however — particularly when it comes to your complexion. "Complexion and the look of the skin has been really focused on in the last couple years, and this year, again ... the complexion is everything for the makeup look," said Clifton-Remple. "So whether it's in a matte finish or glowing, whether it's pale or nude — which is a big trend, the nude tones — it doesn't matter, as long as the complexion looks perfect."

Your complexion is the base of your canvas, added Clifton-Remple. From there, you can add colour to your eyes and lips; blush trends, on the other hand, have been

leaning toward the "barely there" look, or shades that are one or two tones darker than your natural skin tone.

When it comes to eyes, there's often a noticeable difference between the daytime and nighttime looks. For day wear, soft, smoky greys, prunes and brownish purples are all in; for night wear, glitter and metallics, as well as darker blues, are trending.

It is also becoming more common to add a bit of pop to eye makeup. This often includes adding a coloured cat eye to the edge of the eyelid, but could go as far as choosing an eye shadow that is sure to stand out. A new colour on the scene to choose for such a look is orange. "It's not for everybody, but it is a fall trend, that orangey, soft tone that's appearing," said Clifton-Remple.

Lip colour, meanwhile, is trending toward the more traditional red tones. Clifton-Remple said the most common of these are bright, clear red lipsticks or burgundy stains. For the burgundy stain, however, it's important that the colour isn't strong enough to take on a gothic look; instead, it should be pretty and sensual.

For that extra pop on the lips, Clifton-Remple said, many lipstick enthusiasts are combining shades of red to create a gradient. While this can be a very striking look, it can also take a lot of practice to get right.

For an example of a type of daytime look that Clifton-Remple said is trending, make sure to take a look at her work in the extra photos taken for this issue's cover. They can be found on this page.

# *Makeup Trends*

## *The Cover Shoot*



# A step ahead of footwear trends

By Sheila Bautz for L-P Specialty Products

When it comes to quality, comfort and service, Foster's Shoes includes the latest stylish shoe trends for men and women. Shoe trends for fall 2013 combine quality with comfort, an important aspect for Foster's Shoes. On two occasions, the store has earned the Better Business Bureau Torch Award for Market Place Ethics in the Retail Category.

"Currently, trends in men's footwear are in the middle of a cycle. Six to seven years ago, men's shoes were rather basic, with emphasis more on comfort while being orthopedic in appearance. Things are changing," said Mike Romanski, manager of Foster's Shoes and a Canadian certified pedorthist.

"In women's shoes, fall is going to be fantastic with dress boots, which are really popular with the ladies. Heels anywhere from an inch and a half right up to four inches are available, so there is a wide variety. The platform look is something of the past. Heels are definitely trendy," said Romanski.



Photo by Matt Powers, Leader-Post

Current men's footwear is more rustic and has more of a casual comfort outer sole on it, which gives it a fresh, young look. A lot of the manufacturers that Foster's Shoes deals with — such as Ecco, New Balance, Cobb Hill, Naot and Aravon — provide shoe soles offering greater stability, more comfort and improved quality.

Combining the dressy upper part of the shoe with a casual comfort sole creates a shoe that you can dress up or dress down. Such diversity works great with dress blue jeans and a blazer, for instance.

"We're right in the middle of the cycle where a lot of colours are very exciting. We have lines from several manufacturers for the fall of 2013 and into the spring of 2014, and there's a lot of colour in shoes that we just didn't see before," said Romanski. "A lot of manufacturers are coming out with a dress-it-up or dress-it-down look."

When it comes to colour, ladies boots are not as colourful as some of the shoes. The emphasis in ladies boots is being placed on stylish detailing. Although boots are in more conservative colours like black or earth tones — neutral shades — the detail stitching is stylish.

"The stitching-detailing is done in really nice taste, a really nice, elegant, mature look," said Romanski.

Naot, a company out of Israel, creates a shoe with a significant European look. Shoe design has the toes a little bit more bleak and a little bit more square-shaped. Other brands that Foster's Shoes carries include Cobb Hill, Aravon, Dunham and Ecco.

"Naot has really been picking up steam in the shoe industry," said Romanski. "Naot, Ecco, Cobb Hill and Ecco shoes have really been the key brands in our in-house boutique, which is really popular at our store since last spring."

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**Dean Renwick**

*Photo provided by Dean Renwick*

# By design: *Queen City* fashion scene growing

By Ryan Hall for L-P Specialty Products

*R*egina is a growing city. The signs of growth are everywhere — in expanding infrastructure, in population increases and in the influx of new ideas. This extends beyond the shape of the city itself, and is also being seen in the arts, culture and fashion of the Queen City.

One way in which fashion in Regina is changing is in the attitude of people toward high-end clothing and formalwear. This has been noticed by Dean Renwick, a local designer and the owner of Dean Renwick Design Studio on Scarth Street. "The last few years have really marked a change in the way people are dressing," said Renwick. "I see more and more people going to work or out shopping, and they are dressed up; Regina's are really starting to embrace that aspect of fashion."

While there are several reasons for this, Renwick claims that one of the driving forces is the availability of shops that cater to the demand. "Part of the reason for this change is due to the growing number of boutiques offering this type of clothing, as the number of places to shop has been steadily increasing over the last few years."

However, despite this growth, there are still some problems that need to be overcome. Among the largest hurdles is the spread-out nature of boutiques, making it difficult for cutting-edge fashion to gain traction within Regina. "Perhaps the biggest challenge is the

lack of a centralized home for the artistic and fashion industry," said Renwick. "Right now, that visible sense of community is really lacking." Additionally, while boutiques are opening up across the city, there still aren't many places that showcase Regina-made pieces; Renwick said only two shops currently carry local designs.

With that being said, the fashion scene in Regina continues to grow, with more opportunities available now than ever before. Even a brief look at the number of local designers previewing their work at fashion shows around the city would indicate that there is tremendous growth; however, Renwick said, that doesn't tell the whole story. "The opportunities for apprenticeship, learning your craft, and making a go of fashion in Regina are greater now than in any of the years I've been here, and this creates sustainability, which is just as important as growth."

This is a topic Renwick knows a great deal about. After spending 15 years learning his trade in Los Angeles, he brought his knowledge and expertise back to Regina, and since then he's become a fixture in both the local and national design scenes. Among many projects, this year will see the first Movember Ball, a blue-carpet black tie event where all the men in attendance will get their choice of a Dean Renwick-original, one-of-a-kind necktie or bowtie to wear that night and take home. Tickets for the event will go on sale in mid-October, and a portion of the proceeds will benefit the Hospitals of Regina Foundation for Prostate Cancer.

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## Fifty Shades of white

By Carol Todoruk for L-P Specialty Products

One of the hottest colours in interior design is actually no colour at all. White, which is actually the absence of colour, is one of the newest trends for kitchens, while grey has replaced beige as the new neutral.

"It's timeless. It's a good, good backdrop for textures and other colours. It looks fresh and elegant," Launa Koch, interior design consultant with Alford's Floors and Furniture, said of the move toward all-white kitchens. It's part of an overall trend away from beige tones as the base neutral colour and toward the greys. "That [grey] is serving as a nice backdrop for other colours now. It's in paint colours, fabrics, flooring and accessories," she said.

While neutral colours can provide a great setting for furniture and accessories, Koch advises against leaping onto the more extreme interior fashion bandwagons. "If a trend doesn't resonate with you, don't pursue it. Your interior should be a reflection of yourself and your personality," she said. Unlike a new shade of lipstick, if you're taking home a sofa in a hot new colour and wanting to it replace next year, following trends in interior design can get expensive. Koch recommends starting with something small to see if you like it. "With fashion, you can pull a little bit of it from here and there and see what you think about it. Bring in a toss cushion in a new colour to see how it resonates with you and then go from there," she said.



But, like anything else, even neutral tones can be too much. "If you do the cool greys, they really need some punches of warm tones to keep it warm, to keep it lively," Koch said. This can be especially problematic here in Saskatchewan, where we don't want our walls to be the same colour as the dirty snow outside. "We have so many dull winter months that we spend a lot of time in our interiors. So, we have to be careful that those greys don't get too cool," she said. She recommends a browner shade of grey to avoid an institutional feel, and suggests complementing any of the grey hues with citrus colours or cool blues and greens.

To keep from turning green from all the confusing information, Koch advises sitting down with your partner and a stack of interior design magazines. One of you can mark the top of the page showing something you like and the other can mark the bottom. Pages with both marks can guide your discussion. "Talk about what you both like and see if you can find something that you both desire and what will work with you," she said.

If you're stuck, working on a big project or just need a little advice, an interior designer can be a big help. "It's important that, as you're getting more involved in it [planning an interior], to ask an expert," Koch said, pointing out that the issues you face once in a while, designers deal with on a daily basis. "As a designer, you spend every day thinking about the things that go into an interior design."

That expertise can be especially helpful when considering the newest trends, such as the many subtleties in the move toward all-white kitchens. "It can be difficult to pick a white. There are enormous numbers of shades of white," Koch said, adding that it does have the advantage of options in the use of textures and materials. "It's fresh. It can go from very traditional to very contemporary and modern. It's a very beautiful, timeless look," Koch said.

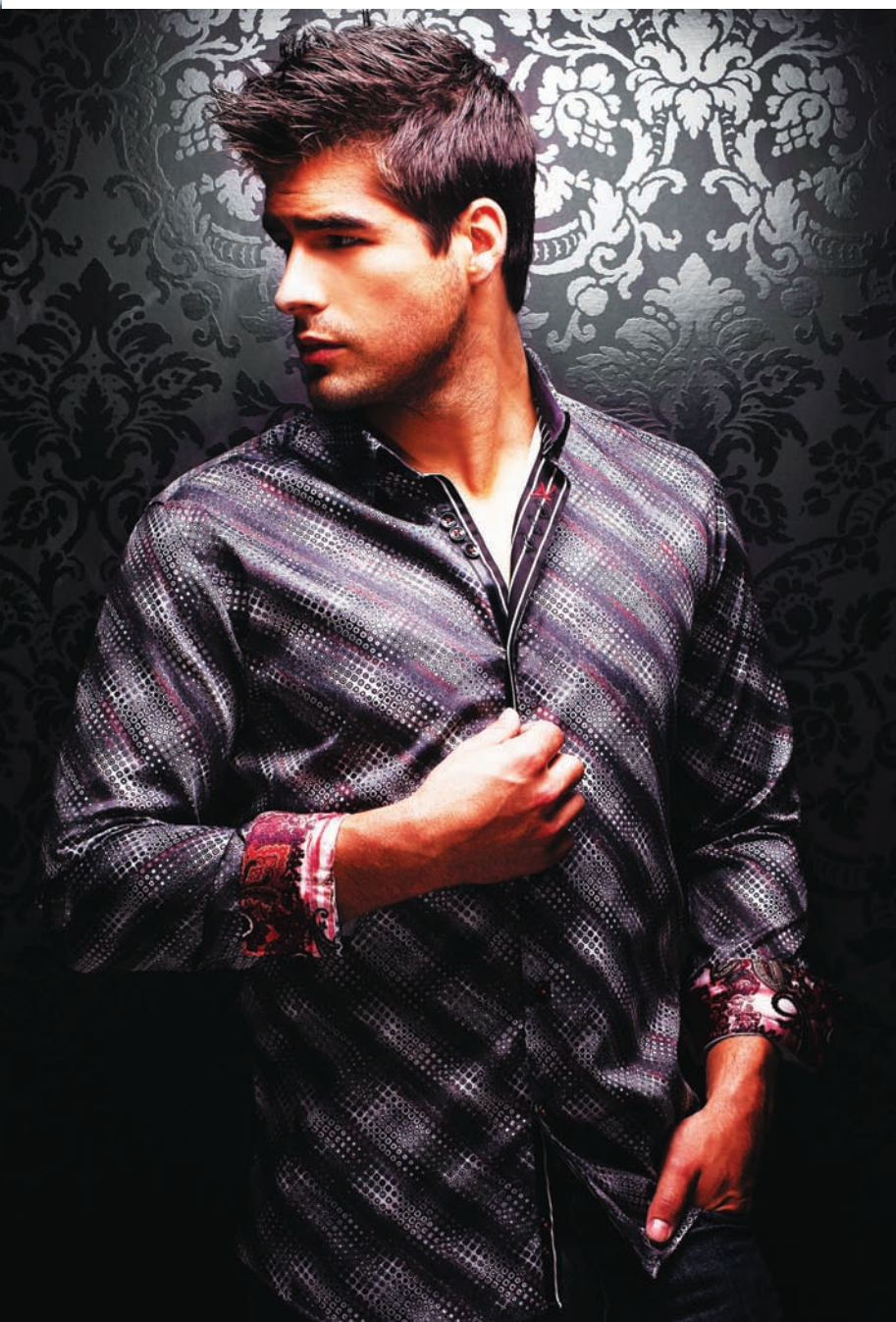
So, don't be blue if you're unsure about your new or remodeled interior; there are many options available, some of which are bound to leave you tickled pink.



Photos by iStockphoto/Thinkstock

# Trinos Menswear

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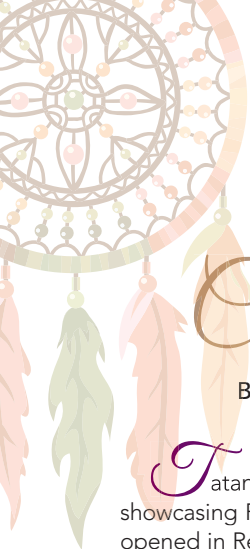
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# Tatanka Boutique

making its mark in  
*Canadian fashion*

By Lori Wiens for L-P Specialty Products



Tatanka Boutique owner, Joely BigEagle-Kequahtoway  
Photos by Vienna Di Ruscio

Tatanka Boutique, one of Canada's first storefronts showcasing First Nations and Métis artisans and fashion design, opened in Regina this spring, and according to the owner, it has been a great success.

"Business has been really good," said Joely BigEagle-Kequahtoway, who owns the shop with her husband, Lorne. "For example, we brought in 50 purses from Tracy Toulouse, an Ontario-based First Nations designer, and we only have two left. We also sold out of beaded hair jewelry before we even had a chance to take a photo. People recognize the quality of our products, and they sell very well."

Tatanka Boutique offers authentic hand-made clothing, jewelry, handbags, moccasins, start blankets and art by First Nations, Métis and Inuit designers and artists.

"When we first opened, we approached artists that we knew and took referrals from that group," said BigEagle-Kequahtoway. "Originally, we represented about 30 artists. Today, we have work from 73 artists in our boutique."

As a business owner, BigEagle-Kequahtoway acknowledges that giving the customers what they want is key to long-term success, but said that determining trends is not always easy.

"There is very little market research on retail trends for aboriginal products," she said. Tatanka Boutique is in the process of joining the Saskatchewan Trade Export Partnership (STEP), and hopes the organization will help with market research and defining markets beyond the province.

She is also part of a pilot project for First Nations and Métis entrepreneurs called Empower. Based in Saskatoon, the five-year program helps provide support and guidance for businesses to grow.

An artist, designer and writer, BigEagle-Kequahtoway also holds a math degree from the First Nations University of Canada and an engineering degree from the University of Calgary.

She opened the store during her extended maternity leave, but intends to return to her job to earn her professional engineer designation. However, she also plans to continue being actively involved in the business, because the authenticity that defines the boutique is so important to her.

"We created our shop to honour the spirit of the buffalo," she said. "We see the buffalo in terms of a symbol that represents our history that lives in us and comes out in what we design. It draws on the relationship between our art and the stories that have shaped who we are."

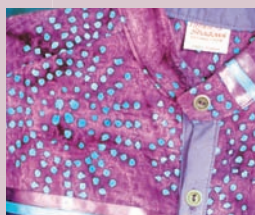
While not all of her customers are First Nations or Métis, she believes the people who come into the shop can sense the spirit behind the pieces, and that is what draws them to Tatanka. "We do our best to bring in products you don't see anywhere else," she said. "With every piece we sell, we are creating awareness of our past and acknowledging the spirit of the buffalo."

## SPOTLIGHT ON Tatanka Boutique fashion



### Jewelry

Earrings, necklaces, bracelets, pins, hair jewelry and other products showcase the intricate beading and design from the artists. Designers include Shana Lonechild, Brandi Pasap, Melissa Worme, Wanda McNab, Miles Anderson and Roberta Anderson.



### Clothing

Tracy George Heese creates men's ribbon shirts that are popular for ceremonies and special occasions. Audrey Kakakaway creates jingle dresses and powwow regalia, while Joely BigEagle-Kequahtoway designs ribbon and leather dresses by special order, and Shana Lonechild designs men's ties that stand out in a crowd.



### Moccasins and mukluks

Designed by Eunice Stanley, Lindell Haywahe, Margaret Gamble and Evelyn Gamble, there is a wide variety of top-quality moccasins and mukluks for babies through to adults..



### Handbags and scarves

Pat Goudy, Melissa Worme, Tracy Toulouse and ShoSho Esquiro create unique purses and scarves that stand out for their beauty and authenticity.



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# Vehicle Style

## Your vehicle and your style

By Charles Renny for L-P Specialty Products

Even the title implies the answer to the age-old question of "do you buy a vehicle that is an extension of yourself?" The short answer is: Yes.

From the options we choose to the colours we pick, all of our buying decisions are based on expressing ourselves. We may choose different items to accent different parts of ourselves. Work wardrobes often bear little resemblance to the style of a personal wardrobe. Vehicles tend to be one of the major purchases in our lives, so we tend to dream, agonize over buying and finally select one that we want.

That's not to say everyone does this. There are those among us who look upon vehicles as a necessary evil and buy something as required. Car companies spend millions of dollars each year trying figure out what makes the collective "us" buy something. After all, very few of us can buy a car for each mood we have or to match the sofa.

For the rest of us, practicality does enter into our buying decision. In short, we can only be as flamboyant as our budget will allow us to be. That is why there are Lexus LS 460s, Toyota Corollas, Lexus RX 450h CUVs and Lexus IS 350 sport sedans.

The next thing companies try to do is pass that image on to other vehicles they make, creating a "brand image." Toyota, for example, did this not through flashy ad campaigns, but with solid, dependable products that were backed up with incredibly good after-sales service. Word of mouth is the best marketing campaign possible. Lexus has done the same thing in the luxury class of vehicle, knocking Mercedes-Benz from the top of the monthly quality statistics a few times.

Some companies built up such a successful brand image that their names entered the English language. "It's a Doozy," for example, means impressive or powerful, and it came from Duisenberg Automobiles. Lexus may not reach the status of Duisenberg and become part of the lexicon of the English language, but that won't stop them from trying.

Occasionally we don't behave as predicted because the marketing types get too far removed from customers. One of the biggest head scratchers was that seniors were buying mini-vans (and still do) in large numbers, when the target market and target prices were supposed to attract young buyers with families.

After the fact, marketers figured out that seniors had grandchildren to haul about and were on fixed incomes. Add in the fact that the front seats of these vans are easy to get in and out of, and you have a pool of buyers that were never considered. Now, with products like Sienna and Venza, Toyota has considered and expanded the price range to suit just about everyone.

It would appear that the long answer to that old question really should be: yes, but we hide it well and there is an entire industry spending billions of dollars to figure out what we have hidden!



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# Breathing life into *wood*

L-P Specialty Products



## Artisan Furniture

Cam Carlson, owner of Artisan Furniture, is known as one of Regina's finest furniture builders and, one could say, a furniture artist. Carlson's unique love of wood has led him to create many masterpieces out of exotic woods.

Since 1979, Carlson's work has continually shown why he is one of a kind, much like the furniture he designs and builds for both the kitchen cabinetry and office furniture industries.

"I always take pride in creating innovative furniture that meets my customers' functional and artistic needs," said Carlson. "A lot of times, customers will just give me a sketch and I am able to visualize and expand on their concepts."

By using traditional hardwoods such as cherry, maple, oak, walnut and mahogany, as well as exotic woods such as bird's eye maple, ebony and lacewood, Carlson is able to build quality furniture that lasts a lifetime.

"I enjoy creating with exotic woods, as this type of wood has its own beauty," said Carlson.

Artisan Furniture has developed a reputation for building quality kitchens for individual customers while producing custom looks using both traditional hardwood and exotic woods.

"We always work with our customers to provide quality, uniqueness and functionality," said Carlson. "While this may take a little longer, it is worth it when they see their ideas come to life."

For the office professionals, Artisan Furniture can create unique office furniture such as desks, lateral files, overhead hutches, computer workstations, credenzas, boardroom tables, bookcases and display cabinets.

In addition to the fine furniture Carlson creates for customers, his custom furniture is carefully crafted as his studio furniture. While his studio furniture is contemporary in design, he also enjoys the challenge of matching the workmanship of traditional or antique pieces. Carlson will also design a one-of-a-kind piece just to challenge his creativity and joinery skills.

"Every piece of studio furniture challenges my ability and my creativity," said Carlson. "When I design a piece, I make sketches and keep revising it until all the proportions are right and, at the same time, it keeps its integrity. I just keep refining the project until I'm happy."

As an entrepreneur, Carlson will build rooms of gorgeous furniture one piece at a time, using customer designs, colours and finishes. That includes matching or coordinating new with existing pieces, or even reproduction furniture.

"We look after all the details ensuring that you get exactly what you need and want," said Carlson.

When working with Artisan Furniture you can always expect high-quality construction that boasts an innovative mix of hand construction, European hardware, and a variety of edge details and mouldings. As well, all of Artisan Furniture's custom-made doors come with a five-year guarantee on hardware and craftsmanship.



Artisan Furniture owner, Cam Carlson  
Photos by Matt Powers, Leader-Post



# Jewelry

## Local shop 'charms' customers with exclusive collections of bracelets and more

By Rachele Odnokon for L-P Specialty Products

When searching for that one special accessory to spruce up your look this fall, look no further than WP. Locally owned and operated by Barry Wick and Peter Charles for over 20 years, WP Home and Garden originally started out as a garden centre. It has since grown to incorporate jewelry and fashion accessories into the lineup, making them one of the best places in Regina to shop for gifts and specialty items.

The staff at WP are always conscientious of their customers' individual needs. As Pandora manager Triona Dorcas explained, the staff are more than happy to help a customer pick out that perfect accessory to suit their personalized style. "I think the atmosphere at WP is welcoming, and the friendly service is what keeps bringing people back. They know that if they need help picking out a birthday or anniversary gift, that our staff will have ideas for them. Barry and Peter, as well as the staff, are always trying to keep things fresh and on top of trends," Dorcas said.

When asked what particular styles are in fashion this fall, Dorcas explained that leather purses and infinity scarves have been trending lately in accessories, and rose



Photos by Shawn Fulton

gold, in particular, is all the rage in jewelry these days. Personalized jewelry, such as Pandora charm bracelets, are also very popular. "Personalized jewelry has been a big trend because women like to create something unique to their experiences in their own lives. Barry and Peter were the third in Canada to bring in Pandora, which originated in Denmark, and that was over eight years ago," Dorcas said.

WP has beaten other stores to the punch yet again, becoming the first shop-within-a-shop in all of Canada to introduce the new Alex and Ani line of bracelets. Based out of Rhode Island, the family-owned Alex and Ani line is truly one of a kind in that all of their jewelry is made in the U.S. from recycled materials. As well, the bracelets come in a fashionable bangle style accentuated with unique symbols. When you purchase a bangle, a write-up about the symbols and what they represent is included, making it a truly meaningful fashion statement.

WP is consistently searching for innovative and exciting products that no one else has. "Barry and Peter really try and set themselves apart from other stores. But they have been successful in staying ahead of the curve and bring in the jewelry brands that are new on the market," Dorcas said.

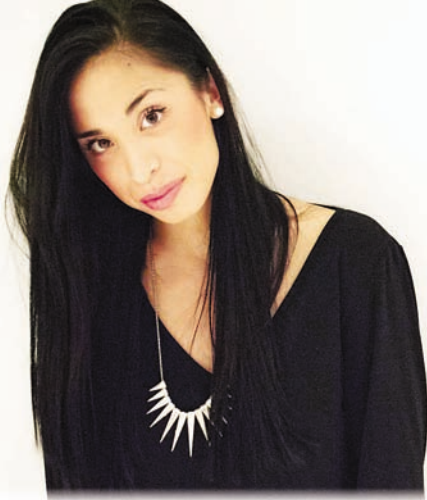


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Ashley Kasdorf,  
the designer of KAZZ CLOTHING.  
Photo by Maddi Kot

## From interest as a child to business as an adult:

*Ashley Kasdorf's*

**KAZZ**  
CLOTHING

By Miranda Burski L-P Specialty Products



Photo by Maddi Kot

*Local Designer*

For Ashley Kasdorf, the road to a career in fashion started with Barbie dolls and a sketchbook.

"I loved to mix and match and alter clothes for my Barbies; I also used to sketch clothing as a child and loved watching Fashion Television in the mornings before school, so I've always been interested in fashion design. I knew that's what I wanted to do," said Kasdorf. Throughout her childhood, her parents would buy her sketchbooks and she would fill them with drawings and sketches inspired by the world around her. By the time she was 12 years old, she knew that designing was her passion. So, in Grade 11, applying to the Art Institute of Vancouver seemed like a natural step.

Since then, Kasdorf has studied Fashion Design and Merchandising at the Art Institute of Vancouver, earned a certificate and diploma from SIAST's Business program, and earned a certificate in Economics and a Bachelor of Business Administration in Marketing from the University of Regina. All of which led to her opening KAZZ CLOTHING a little over a year ago.

"Even though fashion is all and be all what I want to focus on, I also need to run a business. So you have to be able to have both aspects, and knowledge in both in order to have a successful business," explained Kasdorf.

KAZZ CLOTHING was registered as a business name in May 2012, and has since released three collections. The fourth, Kasdorf's Spring/Summer 2014 collection, is being released this September.

As the sole proprietor of KAZZ CLOTHING, Kasdorf does all of the designing, as well as much of the marketing, herself. Her designs focus on classic yet modern styles with clean lines. As Kasdorf calls it, "European chic combined with laid-back modern impression." They're intended to be wardrobe staples that incorporate trends, but can also be worn for more than one season. "A lot of my clothes are focused on classic, modern, yet simplistic pieces that still work with some trend," said Kasdorf. "I still want [my designs] to be wardrobe fundamentals, but with a twist."

While much of the KAZZ CLOTHING collections are sold online ([kazzclothing.com](http://kazzclothing.com)), they can also be found locally at

Coda Clothing and Uforia Muse. The opportunity to market her designs locally was part of the reason Kasdorf decided to base her business in Regina. "That's what I like about Regina, we're very supportive of local. Especially when it comes to the arts," she said. But she is hoping that, with the help of her agent in Montreal, she'll soon be able to reach out to stores out east, as well as in B.C. and Alberta.

Because of KAZZ CLOTHING's success, Kasdorf has been able to be a part of Saskatchewan Fashion Week and the Mercedes-Benz Start Up competition. Both, she said, have been highlights of her career so far.

For the past two years, Saskatchewan Fashion Week has brought together established and emerging designers from across the province. Each designer showcases their Fall/Winter collections on the catwalk, presenting their talent to people who are involved in or just have a love for the fashion industry. "Being part of Sask Fashion Week, being part of Saskatchewan fashion in general ... was a big deal for me," said Kasdorf.

The Mercedes-Benz Start Up competition, meanwhile, is a national competition that aims to discover and support emerging Canadian fashion designers. In 2013, applicants were selected to take part in judging days in Calgary, Kitchener, Laval and Winnipeg. Finalists from each then went on to compete in a final judging in Toronto.

Although Kasdorf didn't make it to the Toronto stage, she felt the experience was extremely beneficial. It was there that she met her mentor, Kara Chomistek of PARK, and received plenty of tips and encouragement to help her on the road to a successful business. She plans on taking part in the competition again next year.



Above photos by Alex Honey

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# Tailor

## Get the fit you need with a trusted tailor

By Miranda Burski L-P Specialty Products

One of the secrets to stylish, attractive clothing is making sure that clothing fits properly. A suit needs to rest comfortably without being baggy, and a dress needs to compliment your figure and come to a finish at just the right length. Some people are lucky enough to be able to wear such clothing right out of the store; but for others, a properly fitted outfit requires alterations.

If you're one of the many people in this world who require alterations to your clothes, you're going to want to find a tailor you can trust. Such tailors are going to be personable and willing to build a relationship with you, will make recommendations, and will know the little tricks that are necessary for making proper alterations – for example, having a woman wear the shoes she plans on wearing with the dress she is having altered.

Often, the tailors who best fulfill the criteria above are tailors who have been around for

decades, or who were trained by masters of the craft. And while at first glance Regina may not seem to be the fashion capital of Canada, it definitely includes tailors who can claim the "master" distinction. This includes the staff at Venice Tailors, a family-owned and -operated business that has served the city for approximately 30 years.

The Silva family (Manuel, Paula, Maria, Susanna and Miguel) opened Venice Tailors as a way to provide the people of Regina with high-end casual, dress and formal menswear, as well as alterations to both men's and women's clothing. This summer, they expanded their retail space in order to include women's formal and dress wear.

"It's all high-end stuff," said Manuel of the retail options. "Most of it is made in Canada, Germany, Italy, Portugal and Spain."

The alterations, too, are top quality. In addition to the Silva family, Venice Tailors employs seamstresses who are masters of their craft. This means that, regardless of what you want to have altered, there is somebody available to make sure you get that perfect fit. "We do outside alterations, and then anything that's purchased here, the alterations are complimentary. So, it's all done in-house," explained Paula.

The value of a properly fitted outfit — especially when that outfit is comprised of high-end fashion items — isn't something that can, or should, be taken lightly. It's important to make sure clothes provide the best fit possible, and visiting a trusted tailor is often the ideal way to accomplish that.



Photo by Matt Powers, Leader-Post

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## 2013 hair trends — *the cultural influence*

By Michele Tyndall  
for L-P Specialty Products

Photo by iStockphoto/Thinkstock

As summer lengthens into fall and then into winter, fashions change to greet each new season. And along with the new looks in clothing come new hairstyles. Fall 2013 has some unique cuts and colours that seamlessly match a wide range of hair types, fashion trends and lifestyles.

Hair trends stem from what's in fashion at the time, with social media aiding everyone in keeping up with the latest in music and films — and this year's celebrities are more quickly influencing specific looks. For example, the TV show "Mad Men" brought us a wave of dapper men both in and out of the work place. Similarly, this year we are seeing hairstyles that reflect the lush art deco period of *The Great Gatsby*. The latest version of the film is influencing everything from clothing design to hair and makeup, and is responsible for making the bob cut — whether chin length, fringed or shoulder length — the short hair cut of 2013.

Effortless looks are very popular right now, keeping with today's busy lifestyles. By simply wrapping a few pieces of hair around a curling iron and applying a styling wax throughout, you can create a cool and nonchalant "bed head" look. This relaxed look is especially prevalent in men's hairstyles. Short and curly, messy and tangled, men's hairstyles are less structured this year and easier to maintain.

In addition to the sleek period look of *Gatsby*, the trend in 2013, especially for longer hair, takes its inspiration from the '60s, with feminine bouffant hairstyles that may require more work than the simpler relaxed look — more hairspray, too.

Having a fringe or bangs is something that seems to keep reappearing. But going for it can be quite a commitment. A great way around this is to "fake the fringe." Create a faux fringe by sweeping some of your hair across your forehead and tucking it behind your ear. Numerous runway models use this technique.

Whether you're drawing inspiration from the sleek, short hair of *Gatsby*'s Daisy, or the natty professional quiff of the men of "Boardwalk Empire," the colour of choice this season for those who want to stand out from the crowd is platinum blonde. The look takes some effort to achieve, but it's all the more impressive for the work that goes into it.

It may seem that the glamorous hairstyles of the rich and famous are a world away from Saskatchewan, but the creative hair team at Daniel Christopher Salon would argue that point. There is a new breed of male supermodel hitting the runways around the world — men with beards, brawn and body art are becoming popular on runways and in high-end campaigns for companies like Burberry and Sibling. And with its rich tradition of folk music and style, Saskatchewan has always been ahead of the game for this look.

So whether you're looking for something easy to maintain in the workplace, a bold splash of colour for a special event, or a cut that suits your unique face and fashion, this year's most popular hairstyles will have you setting your own unique trends wherever you go.

*Hair Trends*

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Photos by Matt Powers, Leader-Post



# Saskatchewan Fashion Week

## Saskatchewan Fashion Week is growing with *Saskatchewan's fashion industry*

By Miranda Burski L-P Specialty Products

The fashion industry in Saskatchewan is growing, and few people know that better than those involved in Saskatchewan Fashion Week (SFW).

"The calibre of designers that showcased [at SFW] this year – their talent, I feel, has a little bit increased," said Chelsea O'Connell, one of SFW's co-creators. "The calibre of design that was showcased on the runway was impeccable from what I've seen, even from what designers are doing all across Canada."

O'Connell, along with fellow co-creators Candyce Fiessel and Chris Pritchard, launched SFW in 2012. The event was created as a way to put Saskatchewan's talented fashion designers on display, as well as to bring together people involved in every facet of the fashion industry. So far, it has been a huge success.

The 2013 SFW saw a number of people travelling across the province to be a part of the event. "This year, which was the second year, we had a lot of models and hairstylists and makeup artists travel from outside of the city. And that's the goal, is to kind of to unite not just our city but our whole province," said O'Connell.

New this year was the Fashion Forward Emerging Designer Award, presented by Roberta McKay and Elmer Brenner. The award, which is planned to be given away each year, is an honourarium that recognizes business strategy, branding, design aesthetic, construction, fabrication, runway presentation and cohesion. The 2013 award was presented to Riley Lawson, a personal image consultant, fashion stylist and designer.

"That was a highlight," said O'Connell. "Having the introduction of that award was really important."

This year was also the first time SFW presented a workshop for both emerging and established designers. The workshop focused on the business aspect of designing, touching on points such as marketing, branding and manufacturing. "Education is a goal of Saskatchewan Fashion Week, so we were able to introduce a workshop this year, and we have more workshops planned," explained O'Connell.

While the details for the 2014 SFW event haven't yet been finalized, plans are in the works. One of the goals for next year, O'Connell said, is to create a sustainable event to guarantee that it happens every year.

She added, though, that the event wouldn't be possible if it weren't for the tremendous support it receives. "People are supporting the event, by buying tickets or being a funding contributor, or by supporting the designers afterwards and shopping at local establishments, local businesses – fashion-related or not. I think it's a really important time right now to support the local businesses and local designers."

To find out more about SFW, check out [saskfashionweek.com](http://saskfashionweek.com).



## 2013 fall fashion trends for men and women

By Michele Tyndall for L-P Specialty Products

Experimenting with various colours, styles and textures is the force behind the 2013 fall and winter season. Mixing textures in pants, skirts and tops for women, and combining different textures and colours in men's suits to create universal appeal, is the signature look from the runway to the street this year.

The colour of the year for 2013 is emerald, the colour of balance and harmony. This rich, elegant colour will be seen everywhere, from accent pieces to whole dresses and suits. Striking and vivid on its own, or matched with earthier colours like olive green or royal hues such as aubergine, emerald is definitely the major player for this season.

Men's suits will still be found in the traditional colours of black or navy, but expect to see combinations of both colours, traditionally a fashion no-no, as well as rich contrasting colours in the accent pieces — belts, shoes and shirts.

Repeating prints and distinct graphics are another great head-turning look for this fall. The graphic sweatshirt will be paired up with everything from leather pants to miniskirts, and mixed with various textures, including rich velvets and lace.

The turtleneck sweater is a staple piece this season for both men and women, and this versatile garment works with everything from suits to jeans. Whether the look is rural and rustic or urban business, high-necked sweaters will be standing out in a wide variety of colours.

Shine is making its move to daytime. The metallic sheens and glittering colours of a night on the town are now becoming appropriate to wear during the day, as well. Combined with neutral pieces in grey or black, or boldly accenting stripes or hound's-tooth, a shimmering blouse or shirt will turn heads and catch the eye.

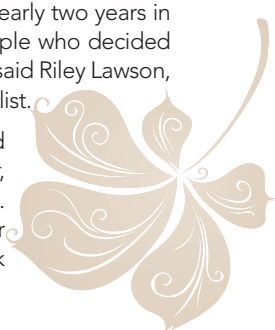
With more of an eye on texture and colour, gender lines are being blurred this year as traditional men's accessories are being utilized in women's fashions. A key example is the traditional combat boot, a must-have for this fall. It's been upgraded from a chunky, clunky, round-toe boot to a more feminine style by changing it to an almond toe, adding some lift and softening it with ultra-feminine items like lace.

Conversely, men's shoes are becoming sleeker and shinier, while suits are taking on a softer silhouette and more colours and textures that are often attributed to women's couture.

"A lot of fashion is influenced by the big-time designers' collections, as well as trend analysis done nearly two years in advance — believe it or not, there are people who decided years ago what we will be wearing this fall," said Riley Lawson, a personal image consultant and fashion stylist.

With so many captivating colours and creative uses of uncommon fabrics this year, you can be sure to find your perfect outfit. And by pairing and styling each piece in your collection, you are sure to make your look individual and unique.

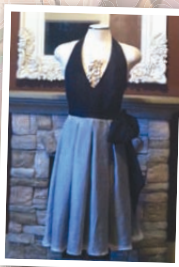
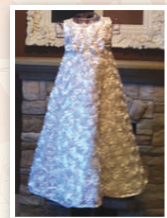
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Photo provided by  
Colin O'Brian Man's Shoppe

# Get fit without breaking *a sweat*

By Mike Shiplack for L-P Specialty Products

*P*ersonality is important, but it's the suit that defines the man. Cut, colour and shape are great starting points, but there's more to it than that. These days, men can accessorize with more than just shoes and a belt. We're talking pocket squares, cufflinks, ties, tie clips, socks — and the list goes on. Just don't forget that fit is the first step.

"When talking about suits, fit is key. Everyone is wearing them tighter and shorter. Even a bigger guy is trimming down their suits to not include as much bulky fabric. Slim suits make you look taller and showcase clean, hard lines," said Aaron Burnett, sales consultant at Colin O'Brian Man's Shoppe.

Burnett may only have six years under his belt, but he's learning the trade from two of Regina's foremost suit aficionados. There's Colin Perkowitsch, who sizes up the perfect look, and then there's master tailor Victor Silva, who ensures everything fits perfectly. As part of the Colin O'Brian team, they are the reason why many businessmen in Regina look so good.

"Every suit maker fits differently, so you can't just grab something that's your size and hope it'll fit. If you're buying a size 40, you can pick four different suits and not one will fit the same. There are only a few suits that are meant for you, and I can help you find them," said Burnett.

"A common misconception is a jacket should be long enough to be grabbed when your arms are hanging freely. What one should be looking for is the suppression around the waist and how the jacket shapes to the upper body to differentiate between regular and tall sizes."

After returning from buying the spring trends in men's fashion for 2014, Barnett has a few insights. First off, pocket squares and bow ties continue to be popular, while cotton pants in various colours are rivaling denim for the most popular pant.

"You're going to see a lot of the colours blue, green and berry replacing the abundance of purple that's been popular for the last few years. You'll also see a lot of retro styles such as double-breasted suits and classic check patterns that are tighter, shorter and styled for modern fashion," said Burnett.

*Men's Suits*

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# Comfort and quality *hottest styles*

By Rachele Odnokon for L-P Specialty Products

When it comes to exquisite, custom and one-of-a-kind jewelry, Victoria Jewellers is a household name in Regina. Victoria Jewellers has recently expanded their collections to include not only the tremendous selection of the high-end items they are known for, but also some everyday fashion jewelry, without skimping on quality.

Victoria Jewellers and their staff are always up-to-date on the latest trends in jewelry. One such trend is the growing appeal of rose gold jewelry. Originally featured in fashion watch brands like Micheal Kors, rose gold has since become a common option in all types of jewelry, from earrings to bracelets, necklaces to wedding bands. Custom jewelry, too, is becoming more and more popular with customers, explained Jenn Abrahamowicz, GIA accredited diamond graduate and a sales associate at Victoria Jewellers. The store has seen a huge surge in demand for custom wedding bands, engagement rings and so on. "Everyone wants something unique and outstanding, and our timelessness is second to none," Abrahamowicz said.

However, Abrahamowicz warns that people should really consider the comfort of a piece, as well as looks, when they are choosing a custom style. "Comfort is key. Our jewelry is made to last a lifetime and then some. So often, jewelry is passed on to new generations, but the one thing that will never go out of style is the comfort of the piece," Abrahamowicz said.

Quality is another important factor to consider when it comes to buying jewelry. "Victoria Jewellers are advocates of quality over quantity, especially when it comes to buying an engagement ring, which is one of the bigger purchases many couples will make in their lifetime," Abrahamowicz said. Victoria Jewellers recently brought to their collections some of the most exclusive brand-name lines in North America, with the inclusion of Hearts on Fire and Forevermark Diamonds. Both companies are known for their elegance and superior quality.



Photos supplied by Victoria Jewellers

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# The latest fall trends in *high-end women's fashion*

By Sheila Bautz for L-P Specialty Products



Photo by iStockphoto/Thinkstock

Set in an atmosphere of old-world elegance in the heart of historical downtown Moose Jaw, casual and exquisite clothing, giftware and home décor will suit any style and budget. Cranberry Rose, a boutique owned by Liz Craigen, is one of many boutiques carrying the latest fall fashion collections.

"Fall trends this year are very exciting, with new colours of rich jewel tones including baroque violet, emerald, dark purple and also the popular royal blue from last season," said Craigen. "A new, subtle navy has also been added to the collection as an alternate to the traditional black."

The 2013 fall styles are inspired by the 1950s classics, with the return of peplum waists, dresses with contrasting side panels and colour blocking, which are all flattering to the figure. To complement this fashion-forward apparel, there is plenty of embellished detail including pearls, rhinestones, lace, gold and silver zippers, and fancy buttons.

"Career and casual wear is arriving in interesting fabrics and suiting," said Craigen. "Skirts and pants remain staples in every business woman's wardrobe. This genre can be

complemented by the many patterned and coloured cardigans to complete your unique personal look."

Leggings and tunics are also still trending this year. Favourite accessory items already in a woman's personal collection — such as a favourite scarf, piece of jewelry, funky purse or high fashion boot — can easily be re-invented with this ensemble for a new, fresh look.

For the inevitable fall weather, three-quarter-length coats with colourful piping and unique patterns are very popular. Adding a large shawl, faux fur piece or matching hat and gloves can take this piece through to cooler weather.

The designer clothing at Cranberry Rose is carefully selected by Craigen to reflect a high standard of quality and style. The boutique also carries a wide range of handbags, jewelry, scarves and shoes to complete the perfect outfit. The fashions available in the boutique are created by some of Canada's top designers, including Joseph Ribkoff and Frank Lyman.

"It is our goal to find the perfect items to suit our customers' style and price point so they leave feeling good about their purchases," said Craigen. "We invite you to visit us, and we will assist you in finding your perfect fall attire."

*Women's Trends*

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## Edge Agency: representing *Saskatchewan talent* for almost 20 years

By Miranda Burski L-P Specialty Products

Edge Agency opened its doors 19 years ago to fill a hole in Regina's talent market.

"At the time when I started the agency ... there was no management agency in Saskatchewan that had both a model and actor division," said Lisa Marie Schwartz, owner of Edge Agency.

When the agency first opened, Lisa Marie found that models were the more sought-after talent within Saskatchewan, although there was a market for both models and actors. But, she added, it didn't stay that way for long. As more filming companies came to Saskatchewan, the demand for home-grown actors increased.

Edge Agency helps fill the demand for both models and actors in a variety of ways. Sometimes they will send profiles out to clients looking to fill a role, and other times they will help to coordinate a search, or even an entire event.

"Edge Agency does get hired, sometimes, to coordinate fashion shows and events that come up. And at the same time, as a management agency, we're sort of the supply to our clients' demands. So a lot of times, what will happen is casting agencies, producers, directors, ad agencies, photographers will contact us looking for specific talent.

We will then, in return, send them photos and information on our models and actors that we have," explained Lisa Marie.

An example of Edge Agency helping to coordinate a search is Saskatchewan Fashion Week. "We helped Sask. Fashion Week, the last two years, run a model call, selecting models and presenting them to the designers as model coordinators," said Gregg Schwartz, owner of Edge Agency.

Lisa Marie and Gregg both have experience modelling, so they know the ins and outs of the industry. They keep the best interests of their models and actors in mind at all times, whether those models and actors are working at home or out of the country.

Within Saskatchewan, Edge Agency represents models and actors ages two and up. They also have an international division, which is comprised of models chosen based on slightly different criteria than the Saskatchewan talent. More information about the agency can be found at [edgeagency.com](http://edgeagency.com).



Edge Agency owners, Marie and Gregg Schwartz  
Photos supplied by Edge Agency

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# Designing woman

L-P Specialty Products

One of Regina's newest interior design businesses follows an old philosophy to ensure a beautiful future for your home.

More than 100 years ago, 19th century designer William Morris said: "Have only those things in your home that you believe to be beautiful or know to be useful." While not that extreme, Christy Dunbar of House Envy Interiors believes in creating spaces that reflect her clients' personalities, not the latest trends. "It's your home and you should love every square inch of it. You should be surrounded by things that you love; things that reflect you and your style," she said.

Dunbar, with a background in commercial design, is accredited by the National Council for Interior Design Qualification. The council protects public health, safety and welfare by identifying interior designers who have the knowledge and experience to create interior spaces that are not just aesthetically pleasing, but also functional and safe. She started up House Envy Interiors in the fall of 2012 to focus on residential design, which has always been her true passion. "Residential design is so much more personal. I love falling in love with the space as much as my clients do," she said.

While fashions in clothing and accessories drive trends in interior design — encouraging the style-conscious

consumers to make continual changes to keep pace — Dunbar recommends staying true to yourself. "My best advice is to design your home for you. Don't worry about trends. Don't worry about things that you see in other homes. Design your home so that it's a true reflection of you — that's what makes a home special and really stand out from the rest," she said.

Designing a new or remodelled space to reflect your personal taste may not be as easy as it sounds, and that's where a designer like Dunbar can help. "Each space is as different as the clients and their needs," she said. She works with her clients to determine what they desire, how they want to use the space and how much they want to invest in the space. She's available to help with any design dilemma, whether it is a kitchen renovation, providing an inspiration board or simply selecting a new paint colour.

Regardless of the size of a project, Dunbar believes a designer is a good investment that can actually save money in the long term. It's expensive to have to keep taking back items that look great in the showroom or store but awful in your living room. "I want them to feel that when they hire a designer, they are making an investment. I help take the guess work out of the decision-making process, which helps to make the right choices in their home."

Dunbar's design sense is a true reflection of her clients' style. "I follow trends, because that's my passion, but I don't expect to incorporate every trend into my clients' homes," she said. She does believe that every space she designs or styles should have a few second-hand finds or pieces that have been repurposed. "Those pieces create personality, and that is very important," she said. Her biography on her website says that, while she's reluctant to define herself by one certain look, she does pay great attention to detail. "Every space needs to be functional and aesthetically pleasing: the two are complementary," she said.

She considers herself a good judge of character and looks forward to meeting prospective clients to discuss their renovation needs. "I want my clients to have the best possible space for the best possible price," she said, adding that a beautiful space does not need to break the bank. "As a designer, I want my clients to enter their space every day and say, 'I absolutely love my space.'"



Photo supplied by House Envy Interiors

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## What's Hot

The whole issue of what's hot in trends takes on a whole new dimension when you consider colour theory. For example, hot and warm colours are generally associated with daylight or sunset, while the cool colours are associated with a grey or overcast day. Warm colours are often said to be those from red through yellow, including brown and tan; cool colours are the hues from blue green through blue violet, most greys included. So, the hot colours for this year — greys for the neutral backgrounds and emerald green for accents — are actually "cool" in colour theory. Pretty cool, huh?

# Regina hair stylists

## — a cut above the rest

L-P Specialty Products

Regina is home to a unique collection of talented hair stylists who keep inspiring style that surpasses current trends.

Grant Bray has been part of the hair design business for 28 years. His experience working as an educator spans across various salons, the film industry and theatre. Through his experience, he has seen the growth in the industry and believes Regina stylists are finally getting the credit they deserve.

"Regina has always been an interesting little incubator of creativity," said Bray. "I think we were an isolated community which seemed to really foster many very strong, creative personalities. I have always been allowed to be my most creative when working in Regina."

In the past, Saskatchewan lost many young entrepreneurs, specifically in the fashion-related industries. This migration occurred because many felt they had to move in order to be successful and advance their careers.

Today, Regina is attracting and retaining very talented, creative, entrepreneurial people, specifically in the realm of fashion and hair design.

Bray, who has worked in larger Canadian centres and has travelled extensively through Europe and other parts of the world, is impressed with both the stylists and consumers in Regina.

According to Bray, Regina consumers have become increasingly savvy when it comes to new hair trends and technologies. For a stylist to be successful and meet the demands of their industry, they must constantly be adding to their skill set. It is vital for a stylist to constantly evolve and discover new trends through education, travel and use of the Internet.

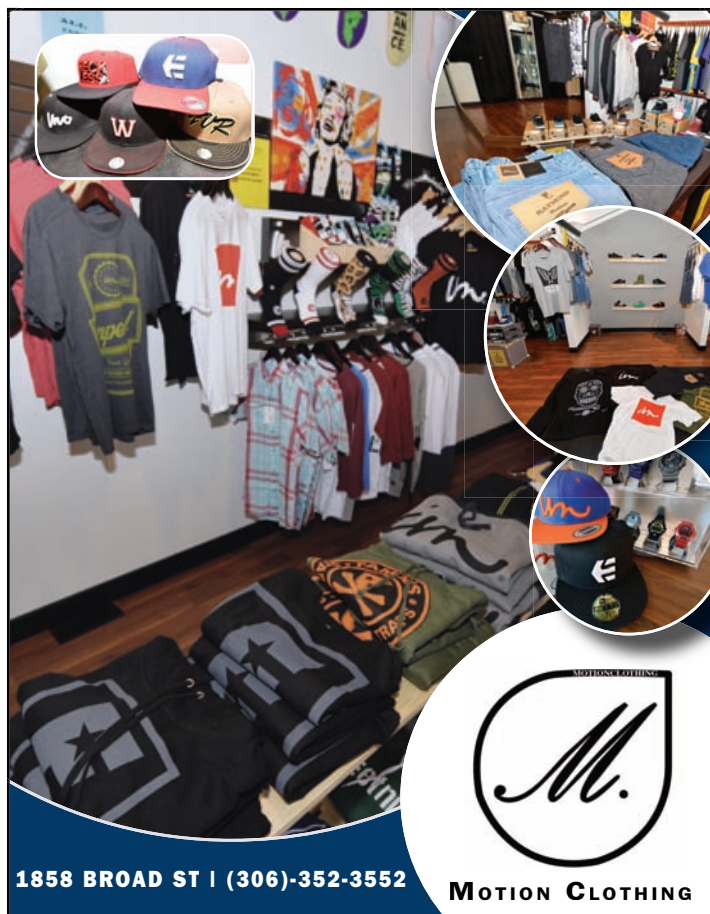
Another important aspect of developing homegrown talent is to provide the proper training for people wanting to get into the hair industry. Regina-based schools offer their students various beauty training programs that exceed the industry standards and ever-changing hair trends.

While Saskatchewan students graduate with the tools and techniques to find successful careers in the industry, Bray has seen other educational programs that focus more on in-salon training.

"Saskatchewan only offers the very traditional route of attending one of the beauty colleges to complete their 1,500 hours needed for certification," said Bray. "I have seen models in other provinces and countries that allow a salon to take in a student and train them in-house."

Whether you are looking for a just a trim or a complete transformation, Regina is the proud home of certified, creative hair stylists who specialize in providing their clients with sensational looks that range from trendy to classic.

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# Furniture Trends

## A style for every room

L-P Specialty Products

From classic to contemporary, from traditional to trendy, the styles currently available in home furniture offer a wealth of different options for home owners.

"There's a unique market right now, with a blend of traditional and modern," said Mariana Turcoane-Dizy, general manager of Father's Furniture Gallery. She pointed out that Saskatchewan is often about two years behind in offering the latest in furniture trends, but that shouldn't dissuade homeowners from shopping for new furniture now. The reason: "You're creating your home for you — and you're unique," she said, and that means shopping for furniture that reflects your style, and your and your family's lifestyle — independent of trends.

Father's Furniture, a locally owned, family-run business, opened in 1999. It offers personalized service and prides itself on its largely Canadian-made products. Only some of the newer, retro-styled pieces come from overseas suppliers, Turcoane-Dizy said. In addition to the intangible benefits of supporting Canadian suppliers, there's also the weather factor, which many people may not consider. Turcoane-Dizy



Photos by Shawn Fulton



pointed out that Canadian suppliers can ensure the wood furniture they provide is acclimatized for the Canadian weather. Few things are more annoying than having to tighten wood furniture that has loosened after a few months of dry prairie air.

While furniture shopping from a catalogue or from a box store may provide a wide array of designs, what looks nice on a page or on a showroom floor may not always work in your home, according to Turcoane-Dizy. "The best trend is yourself," she said. Father's Furniture also provides more personalized service than some other retailers, she added. "We're here to help. You can get what you want. If you have something in mind, come in and we'll help you get what you want." She pointed out that Father's Furniture can personalize furniture to meet its clients' requirements and can order in what they need.

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