



## **Beanie Babies for Design Lovers: High Demand makes Local Retailer One Of a Handful of stores In Canada with Celebrity Decorator's Highly-Sought Furniture Line**

**"Decisive Buy" Lands Jane Lockhart's Products at Finesse**

The moment that Niagara designer and home furnishing retailer, Michele Auger, learned that celebrity designer Jane Lockhart was launching an exclusive furniture line; she was on the phone placing an order. Auger was highly-confident that any product Lockhart attached her name to would be well-designed, affordable and hard to get. And when the first units arrived this month, Auger and her team at Finesse Interior Design knew instantly that the decision was a good one. However, little did she know the popularity of the product would quickly make Finesse one of the few retailers in Canada where you can purchase a piece from the *Jane by Jane Lockhart* collection without joining a waitlist.

"The pieces are amazing and certainly true to Jane's area of expertise; rich colours and high-detail" said Auger. "They are the kind of pieces you can build a room around," said Auger. "But for design lovers, they're a bit like Beanie Babies were for kids a few years back, you gotta-have-em!"

The line, announced in January 2012, is manufactured in Canada by Statum Designs, who are currently in production. However, due to overwhelming demand, only those handful of retailers who moved quickly were able to secure the inaugural product. Finesse, it turned out is now one of three furniture retailers in Canada with *Jane by Jane Lockhart* pieces in stock - and word is traveling fast.

"We've had calls and inquiries from people across the Province," said Auger. "We knew the collection would be in high demand, but it was the affordability that we knew would be well-aligned with our customers. We move quickly and decisively when we see a good thing, which is what you have to do in our business. I am confident the move will pay off," she added.

Statum Designs expect the furniture to be available more widely in the coming months as they are able to catch up to demand. *The Jane by Jane Lockhart* line features eight distinct collections of couches and chairs available in more than 240 fabrics.

For more information on the furniture visit [www.finesseniagara.com](http://www.finesseniagara.com) or [www.janelockhart.com](http://www.janelockhart.com)

*Jane Lockhart is the host and writer of the inventive and popular series Colour Confidential, which follows homeowners who make a leap to change from bland beige rooms to spaces full of colour. It is carried on W Network (Canada) and HGTV (US).*

*Finesse Interiors is a boutique interior design and home décor business that engages design enthusiasts of all levels and abilities to make better design accessible and fun across Niagara. The Company lives to prove that creative, innovative and bold design aren't exclusive to urban centres.*

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**Attention Editors & Photo Editors: Jane Lockhart and will be joining Michele Auger at Finesse Interiors and available for photos with select pieces from the *Jane by Jane Lockhart* line on Tuesday, June 19, 2012 at 11:00am.**

**PLEASE NOTE THIS VISIT IS ONLY FOR NIAGARA MEDIA.**