

The King of condo design

- ▶ Homeowners, developers, real estate agents and designers are flocking to Toronto's King West
- ▶ This trendy downtown 'hood is chock full of stylish gems
- ▶ Take a stroll through T.O.'s Soho showrooms to pick up some specialized pieces for your place

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Lining a busy strip of Toronto's King Street East, roughly Jarvis to Parliament, is a tightly-knit and well-established business community.

Here you can find every imaginable element of design to deck out your condo in style.

The trend may have started as early as 1968, when Klaus Nienkämper converted the 1845 building at 300 King St. E., into one of his first showrooms.

This historic stretch of King Street would eventually become Toronto's Soho for condo designers and outfitters.

And with Toronto's red-hot downtown housing market fueling the demand for more custom interiors and accessories, the designer shops offer a wide spectrum of products to suit your tastes, from imported Italian furnishings to fine pillows and throws made here in Toronto.

Design Solutions opened for business a year ago this October and is the relatively new kid on the block, with their King Street showroom in operation since June.

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▶ Toronto's Soho (a.k.a. King Street West)



▶ Something for everyone: Design Solutions draws from a substantial stateside inventory of 13 predesigned collections.

Two hundred people attended their grand opening weekend, and owner Kim Jones kept an important goal in mind: "As many opportunities as we can have to make it easier, to get more cost-effective and make the process flow for the consumer, that's really what we wanted to do," she

says. Jones says the market has broad appeal and her clientele reflects that; homeowners, developers, real estate agents and other designers, for instance.

"How we got started is my business partner and I have both been in the design business for a very

long time."

And in this business, when you want something, you want it now. Get it?

According to Jones, "In a lot of cases in the design industry you can't get it now because it takes eight to 12 weeks to order it."

"So through our interests, and through a compa-



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ny called Tui Lifestyle in Miami," Jones says this design house is ready to roll when you are.

Design Solutions draws from a substantial stateside inventory of 13 predesigned collections.

"So you can walk in and say this particular collection suits me best, and know that for one simple price, you can have everything installed within two

weeks."

Jones and her specialized team maintain a white glove approach to installations.

Their turnkey housewares package for example, covers every last detail.

"Everything is washed and put away, the bed linens go on, that they are ironed and fresh and so that when you come in, it's done!" says Jones.

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