



You have many shops, all reflecting a precise style, really minimal, with white and neutral colors, why did you make this kind of choice?

Is it your own choice or do you have an architect looking after your stores?

True. Though I do not have a design model for business and many a marketing company will explain to you about the importance of "branding", I respect that and can appreciate the suggestion. However, I am lucky enough to have the luxury of being able to do what I like with my stores. Since you have noticed the color schemes and design of our Oakville and Square One location, I had a completely different feeling in designing the new one. I was fortunate to hire a designer/architect that understood the concept. I wanted a "GALLERY" look for the store with Delta signs everywhere in the store: floor tiles, ceiling tiles, counters, stools, chairs, etc.

When you visit exhibitions how do you identify the right brands for you? What makes you fall in love with a collection?

I go to exhibitions without any preconceived notion other than to be "wowed"; be it quality, design or colors. Obviously, I have to keep in mind the business aspect of it, I go with what excites me and luckily for me, our clients appreciate the collections that we have in the store/s. My heart starts pounding when I see an awesome collection and that makes my trip worthwhile.

