



MARVELOUS MODERN

STORY SYDNEY JAMES
PHOTOGRAPHY KELLY HORKOFF



WHAT'S HOT: With a growing consumer interest in Canadian-made products, part of Elizabeth's focus is to offer more home-grown brands. Currently, sofas are custom-made in Surrey, BC by Van Gogh Design. They have also just started carrying pieces by 608 Design and The Modern Rust, and have plans to add a number of other Canadian-made brands throughout the year. Interesting lighting and rugs that double as art are also in high demand.

FAVOURITES: One of Elizabeth's favourites is the new Canadian-made N22 lounge chair. Its lean profile, sleek wood arms and cosy fabric make it the perfect refuge at the end of the day. "I love pretty much everything in the store – and lots I can't fit in it yet!," she says. "I wouldn't want to stock items I wasn't passionate about. Customers can feel it when you really love something and when you don't."

WHERE: 286 Ottawa St. N., Hamilton
289.389.5465 | loftyambitions.ca OH



Elizabeth Marshall

THE PLACE: Tired of leaving Hamilton to find the modern design pieces that she was in search of, Elizabeth Marshall opened her own store, **Lofty Ambitions**, in May 2011. Last year, the store was relocated to Ottawa Street North, a home and design shopping destination. Here, customers have access to thousands of special-order pieces both in store and online, including dining furniture, custom upholstered Canadian-made sofas, occasional tables, lighting and area rugs.

THE STYLE: Whether it's mid-century, industrial, minimalist or somewhere in between, Lofty Ambitions provides a multitude of options. Though anything can be ordered from a full range of catalogues, the chic, loft-inspired store stocks a small sampling of pieces so customers can come in and try them out. Elizabeth looks for brands that have a modern aesthetic and are well made. When making selections, she looks for interesting pieces with unique details.

