

snob

shop of
the month

Toronto, 388 Carlaw Ave., Unit 202F, 416-778-8778; snobstuff.com

out of africa

Though you have to go up to the second floor and then down a long hallway to find Toronto's Snob – tucked, as it is, in a semi-industrial building with Greentea Design's furniture showroom – it's worth the trek, unless you're willing to fly all the way to Africa for these earthy, glamorous treasures. When we inquire about owner and South African expat Denise Zidel's retail background, the new entrepreneur admits to none: "My training is magazines," she says. "I read at least 18 a month, usually more!"

new talent

Though untrained – her other career is in radiology as an IT project manager – Denise has a passion for scouting South African design. She's met the artisans she works with, ensuring a quality product, good conditions and fair pay, and her antiques are professionally sourced. Some standouts: Johno du Plessis's hand-stitched custom hide rug, \$5,825 (5' x 7'); cushions with multicolour felted "stones," \$375 each; rare antique Fali fertility dolls with Murano glass beads, from \$235 each.



hot hits

A surprise hit at the tongue-in-cheekily named Snob are the deep sofas like the tweedy caramel-colour sectional, \$8,995, and the corduroy-like Rothko four-seater in Sable, \$5,995. Other exotic finds include kiaat wood floating shelves, \$800 each, and the Giacommetti kiatt wood console, \$4,795, plus distressed-leather chaise longues, \$4,395 each. ▶

ABOVE COPPER-WIRE CUSHIONS COVERED WITH REUSED BUTTONS (ON CHAISE LOUNGE), \$265 EACH, AND A RED DESK WITH MATCHING FILING CABINET, \$3,295, ARE BUT TWO UNIQUE FINDS AT THIS EAST-END TORONTO SHOWROOM. TOP, CLOCKWISE FROM LEFT "I DON'T CARRY CURIOS,"

SAYS STORE OWNER DENISE ZIDEL OF HER SELECTION OF AFRICAN FURNITURE. THE ASHANTI JACARANDA SIDE TABLE, \$855, AND COFFEE TABLE, \$1,795, ARE A STRIKING COMPLEMENT TO THE CARAMEL-COLOUR SECTIONAL, \$8,995; ON THE

FLOOR IS AN EXAMPLE OF JOHNNO DU PLESSIS'S HAND-STITCHED HIDE RUGS, \$122 PER SQUARE FOOT, A FELTED "STONE" PILLOW, \$375. ANTIQUE FALI FERTILITY DOLLS, FROM \$235 EACH, SIT ON AN OSTRICH-SKIN COFFEE TABLE DESIGNED BY DENISE, \$3,195.