
McKay green line debuts in HP

Contributed by HGO Staff

VANCOUVER, British Columbia - Canadian designer and TV personality Ami McKay showed her new eco-friendly furniture line for the first time at the High Point market this fall.

The high-end contemporary line, called PURE, is comprised of about a dozen pieces of upholstery and tables. The upholstery features colourful fabrics, with McKay's signature hand-embroidered designs lending an artistic touch. One of the sofas has a suggested retail of \$5,520.

PURE aims to fuse the finest sustainable materials with high design to achieve luxury without compromise, McKay said. She is based in Vancouver, where the furniture is made.

Materials include biodegradable latex, organic cotton batting, kapok for stuffing, jute and latex webbing, certified sustainable wood for frames and tables, non-toxic glues and OEXO-TEX certified wool and linen fabrics.

"PURE is a philosophy," McKay said. "It's about what we put in our bodies, and what we put on them. It's about the environment we inhabit. PURE is a way of life which is quickly gaining momentum all across the globe"

The four groups in the Pure line are called Earth, Air, Fire and Water. Each piece is custom built in the customer's choice of fabric, color and embroidered designs.

"It's beautiful furniture with a conscience," she said. "PURE was born because of the need for clean and graceful lines which lend themselves to the most beautiful environments. Every aspect of the construction and materials is chosen with social, health and environmental consciousness. PURE is guilt-free indulgence."

McKay, who owns a residential and contract design firm, was one of two lead designers for British Columbia Home & Garden's "Home in the Dome" project, which drew 80,000 people to view the water-themed house made of concrete. She also is part of Makeover Wish, an HGTV series that rewards British Columbia heroes with a \$25,000 home makeover.

Her new line's website is www.purebyamimckay.com.