

PURE: The luxurious look of Green

by Pamela Graves

Industries and sectors across the board have adopted sustainable philosophies yet few manufacturers offer truly sustainable — and luxuriously stylized — products that are good for the environment and good for its inhabitants. That is until the introduction of PURE by Ami McKay.

A new division of British Columbia, Canada-based Pure Design Inc., PURE by Ami McKay was founded in a effort to balance the desire for healthier living and beautiful furniture with eco-styling.

An international speaker, founder and lead designer of Pure Design Inc., interior designer, and a designer and host for two seasons on HGTV Canada's "Makeover Wish," McKay is also the president of Ami McKay Design, a residential and hospitality interior design firm in Canada.

"I design healthy homes," she says, "particularly looking for non-toxic products to use in my interior design projects. Many people are not aware of the many toxins we live with every day. We try to take care of our bodies but we don't think of the toxins we live with. I take great care in the selection of the materials I use but I found limited resources for beautiful, healthy furniture to use in my projects. There is a big lack in the marketplace for truly eco-friendly furniture. So I began creating my own.

"Every aspect of the furniture's construction and materials is chosen with social, health and environmental consciousness," McKay continues. "The furniture is great for the Earth but more importantly it's great for *us*. PURE is about what we put in our bodies and what we put on them. At PURE, health is first, the environment is second."

What makes PURE furniture so unique is its painstaking attention to the quality of materials used and craftsmanship. For designers and architects creating healthier, sustainable spaces, PURE eco-furniture counts towards the collection of LEED points. All materials are biodegradable and sustainable, with non-emitting finishes and internal materials, and certified wood and fabrics. To improve indoor air quality, PURE uses a list of sustainable materials in all its upholstered pieces, specifically:

- Biodegradable, natural latex rubber
- FSC-certified hardwood frames
- Organic cotton batting
- Renewable jute and latex webbing
- Non-toxic adhesives
- OEKO-tex certified wool fabrics that use organic dyes.
- Renewable and sustainable Kirei grass and wheat boards.
- Hemp and bamboo fabrics.

"It's the greenest furniture you can make," McKay says.

Yet the collection brings a sense of luxury to the home, aptly uniting the sustainable materials with McKay's stylized design sense. PURE offers four distinct collections to reach every design aesthetic:

- **Earth** (immersive, warm, soporific). "Earth is de-



(from top) The Hazzel Lounge Chair from the Air Collection, the Fire WCS Coffee Table, the Earth Collection's Sedge Sofa, and the Water Senna Lounge fuses sustainable materials with high design. From **PURE by Ami McKay**, 1830-148 A Ave., Surrey, British Columbia, Canada V4A 6R4; 604.541.6070

fined by its solidity," says McKay. "The structural pieces in this collection create a safe haven for curling up and nesting; a perfect place to cocoon."

- **Air** (graceful, svelte, dignified). "Air is always ready to uplift," McKay says. "Air is inspired by freedom and clean lines."

- **Fire** (dangerous, royal and unhinged). "The Fire line speaks to our sensual side," McKay explains. "Fire likes to keep us guessing. Is it French? Is it modern? This unpredictable and smoldering line would feel equally at home in a French chateau or an urban loft."

- **Water** (harmonic, deep and substantial). This collection is open and suggestive. The pieces in this collection were designed with fluid lines that create complex forms and add a touch of Hollywood glamour to a room's setting. "Water transcends stereotypes and confidently feels at home in all interiors," McKay says. "No room can help but succumb to Water's graciousness and charm."

Each piece — chairs, sofas, settees, case goods and beds — is custom built and personalized by a choice of fabric, color and the company's exclusive signature embroidered design.

"I created four collections because I like so many styles ... it was hard to do just one," McKay explains. "I wanted to be appealing to various elements and preferences. It keeps me on my toes.

"I've always wanted to create, to be a visual artist and go into the healing arts," McKay adds. "I love art and sculpture and design. I was a florist for years, which has inspired the embroidery we use on the furniture's fabric. Right now in my office I have the Fire Banquette in cream with firefly embroidery and the Fire Chairs. When I get an idea for a new embroidery design, for example, I'll throw paper over a piece of furniture in my office and sketch the design out right there. You'll find that PURE's designs are always clean and fresh."

For a company still in its neophyte stages, McKay has garnered much attention from interior designers, retailers and has an eye towards the hospitality market. "It's been a fast-moving train," she says. "Even though PURE has officially been established for only a year, we have had such a wonderful response. Thanks to the Internet — which shows what kind of world we live in — people just find me then they blog about me and then it just takes off from there."

As PURE grows and garners recognition, McKay is already sketching the future. "I will keep adding to my line — I want to design outside my own comfort zone, to push my own boundaries," she confides. "We'll expand our designs and add more organic fabrics. I want to have everything PURE for the home ... rugs, lighting and more.

"But I want people to buy PURE whether they're Green or not," McKay concludes. "I want them to buy PURE because they simply love the pieces." ✨