

# Storefronts at base of Cannery Lofts filled

■ **The Daily Courier charts the growth of entrepreneurial efforts in the Central Okanagan with this report about business starts**

By **STEVE MacNAULL**  
The Daily Courier

**A**n eclectic mix of tenants have opened businesses in the storefronts in the base of the Cannery Lofts downtown.

"A lofts building is the kind of place where you'd expect to see seven very different businesses open," said Peter MacDonald, who owns Stare Hair in the northernmost space.

"We've created this little strip of interesting shops in an up and coming part of town."

The location at 1289 Ellis St. at the corner of Cawston Avenue is in the Kelowna's cultural district, close to other stores, Prospera Place, offices, art galleries, museums, hotels and the waterfront.

The other Cannery Lofts tenants are women's clothier *dlux boutique*, MM Designer Goldsmith jewelry store, Bean Scene Coffee House 2, HomeLife Realty, functional gift shop and chai baba tea house.

"Initially, I was drawn here because of the modern look of the building," said Denise Roberson, who's opened *dlux boutique*.

"But my research showed that this is an emerging area of downtown with the cultural district, and that means both locals and tourists who will want to shop."

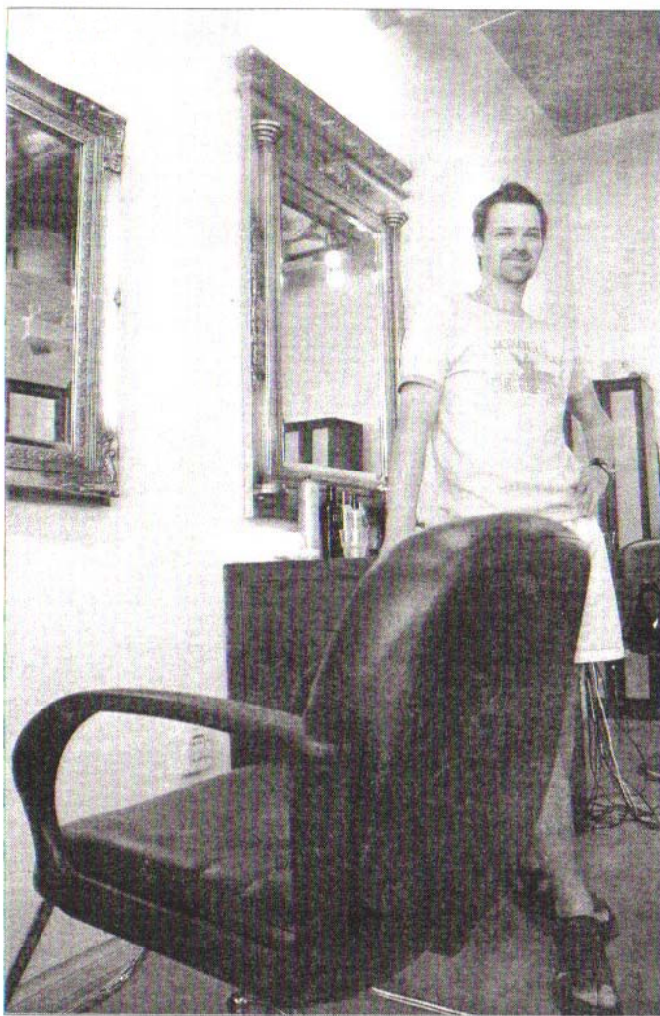
Roberson has found a market of mostly professional women aged 30 to 55 for her inventory of casual to dressy clothing.

"They've found me just by walking or driving or working in the area," said Roberson.

"And now word of mouth has taken off too."

MacDonald of Stare Hair ended up in Kelowna just as many of us have - he came on vacation, fell in love with the place and decided to move here.

"I've relocated Stare from where I had it in the Beaches (a neighbourhood in Toronto)," he said.



The Daily Courier

**Peter MacDonald of Stare Hair is one of seven tenants on the ground floor of the Cannery Lofts at 1289 Ellis St.**

"This area of downtown needs a salon like this. I'm the sole proprietor and the salon is small, so it has a different vibe, a different pace."

The space is an interesting paradox of antique bureau and mirrors alongside sleek chairs and screens set on a concrete floor.

MacDonald is doing lots of networking to promote his business, such as joining the Kelowna Chamber of Commerce, the Newcomers Club, a hiking club and attending Downtown After 5 events.

"I'm getting that word of mouth, but I'm also getting people that live,

work and visit the area. I've had people drop in who are shopping in the area, some tourists from Germany and even truckers who are dropping stuff off for a show at Prospera."

■ **Stare Hair can be reached at 862-8998. *dlux boutique's* number is 869-0689. Bean Scene Coffee House 2 can be reached at 763-4022. Contact MM Designer Goldsmith at 860-9181. Phone for HomeLife Realty is 861-1243. Reach functional at 763-0477. *chai baba tea house* will open soon and its number is 717-5616.**

## Have you started a new business?

The Daily Courier wants to tell the community about your new business or expansion. Just fill this in and mail or fax it to Dave Henshaw, business editor at The Daily Courier, 550 Doyle Ave., Kelowna, V1Y 7V1. Our fax number is 762-3866.

We publish a Focus on Entrepreneurs feature in our Wednesday business section.

Here is what we need to know, in order to let our readers - your prospective customers - find out about your enterprise.

**Business name:** \_\_\_\_\_

**Location:** \_\_\_\_\_ **Telephone number:** \_\_\_\_\_

**Owned by:** \_\_\_\_\_

**Startup date:** \_\_\_\_\_ **Number of employees:** \_\_\_\_\_

**Please give a brief description of the business, including products and/or services provided:** \_\_\_\_\_

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## Norsk Hydro plans sale of Quebec plant

BECANCOUR, Que. (CP) — Norwegian metals company Norsk Hydro ASA said Tuesday it is putting its Becancour, Que., factory up for sale and is considering getting out of the global magnesium industry.

The plant, which employs 380 people, will be sold as part of its strategic plan to restructure downstream aluminium activities, the company said in a release.

The Becancour facility is the world's largest primary magnesium plant.

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