

NEW LOCATION FOR WICKER EMPORIUM

BEDFORD COMMONS STORE IS TEMPLATE FOR FUTURE STORES

Wicker Emporium is celebrating the grand opening of its newest location Saturday. Located in Bedford Commons, the store is a template for the future look of Wicker Emporium locations.

Larger in size than traditional Wicker Emporium locations, the Bedford Commons store allows for easier manoeuvrability throughout the store. Other upgrades include better lighting — including the use of pot lights — and improved shelving, which does a better



job of showcasing Wicker Emporium's chairs, accent furniture and small pieces of furniture. Every category of product is also housed in its own section, which allows for a better laid out store.

"We think it's going to be a really convenient place for people in the Bedford area to go and shop," says co-owner Raj Kapahi.

The locally-owned and operated business was started by his father 40 years ago. Today, the business continues to be family run. From the roots of its original location in Scotia Square, the company has since grown to 24 locations, stretching as far west as Ontario.

The grand opening will run from 9



a.m. to 9 p.m. at the Bedford Commons location. Besides cake and refreshments, shoppers will be able to spin a wheel to win up to 30 per cent off of their purchases. (This is over and above any existing sale prices.) There will also be different giveaways and prize draws taking place throughout the day.

As a furniture and home décor store, Wicker Emporium sources its products from around the world to find unique and



stylish designs for its customers.

"We shop the world to find the best products for our customers," Kapahi says.

The company attends buying shows across Europe and Asia to stay on top of the latest trends and then sources the product directly from the manufacturers.

"We cut out all of the middlemen," Kapahi says.

This means Wicker Emporium is able to pass along the cost savings to its customers.

Wicker Emporium also has a fantastic website, wickeremporium.ca, which showcases the diverse product lines it carries, as well as the locations and hours for its 24 stores.

GRAND OPENING

Stop by Wicker Emporium in Bedford Commons Saturday for its grand opening from 9 a.m. to 9 p.m. The grand opening will feature cake, refreshments, giveaways and prize draws.