

A DESIGNER DESCRIBES LUXURY

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YOU KNOW LUXURY WHEN YOU SEE IT, BUT HOW DO YOU DESCRIBE IT? HOW DO YOU DEFINE IT? LUXURY LIVING RECENTLY CAUGHT UP WITH YANIC SIMARD, PRINCIPAL OF TORONTO INTERIOR DESIGN GROUP, TO FIND OUT WHAT A HIGH-END DESIGNER THINKS 'LUXURY' MEANS.

How do you define luxury?

Y | Luxury has evolved over the past many years and can be a very divisive word. Everyone wants the best of the best these days and nothing less. Traditionally, a luxury is something that is enjoyed by certain people and not by others. Luxury, in its new modern context is the enjoyment of the best in life: it could be a moment of peace and gratitude, a sunset, a song, a perfectly designed interior, a wonderful book, an emotional photograph...but yes, traditionally, it could mean a very expensive bag! To appreciate luxury, you have to be aware of the value and quality, craftsmanship and culture – which is part of the philosophy we follow at my award-winning boutique design firm Toronto Interior Design Group (www.tidg.ca). Luxury is the enjoyment of the best in life!

Generally, what are the largest expenses when designing luxury?

Y | The level of detail and the quality – and exclusivity of the material used and where it's coming from. As soon as you step outside the predefined box, it becomes more valuable.

Does it need to be custom?

Y | No – even better, it needs to be a vintage or an heirloom piece that has meaning to you – and something that not everyone can get their hands on.

Favourite luxury brands at the moment?

Y | Even though luxury doesn't always necessarily have to mean high end, we all have our favourite indulgences! Mine include Fendi Casa, Kreiss, Murano, Moooi and Boca Do Lobo.

Personally speaking, what is your favourite luxury indulgence?

Y | I was recently on the most beautiful vacation with family and friends in a superb villa in the south of France. Spending quality time in a wonderful enchanted environment is luxurious, but also priceless.