

Win a spectacular family getaway! See p. 42

CANADIAN

home & country

HOMES * DECORATING * ANTIQUES * PROJECTS * RENOVATING * IDEAS

THE NEW RUSTIC 75 WAYS TO MIX OLD & NEW

HOW TO
ADD BOLD
COLOUR
TO EVERY
ROOM

PRETTY
WALLPAPER:
WHERE &
WHEN TO
USE IT

PLUS: INSIDER SECRETS
TO AUCTION SUCCESS



homefront

living the dream

SHOW STOPPER!
Catch Echoes in the
Attic at the Canadian
Home & Country
Show, October 26
to 29, in Toronto.



AN ENTERPRISING TEAM
BREATHES A FASHIONABLE NEW
LIFE INTO CAST-OFF FABRICS

take two



BEHIND EVERY PIECE made by Echoes in the Attic lies a story—with none more compelling than that of its creator. “When the doctor said ‘you have breast cancer’ three years ago, I looked behind me to see who he was talking to,” says Laura Jennekens (below, left), owner of the Ontario-based business that re-imagines pillows and purses from recycled fabrics. “I was 42 years old. Who’d have thought?”

Today the illness could be just a memory, if not for Jennekens’s determination to turn it into a second chance. Using the time off from her busy career in commercials during her chemotherapy to “do some things I’d never done,” Jennekens hired now-partner Vicky Gerke (below, right) to teach her how to sew.

“When my hair started falling out, I had it cut off and sewn into a bandana I could wear,” Jennekens explains. “Combined with my sewing lessons, it all clicked. I realized everything can be recycled in some wonderful way.”

Echoes in the Attic boasts an ever-increasing line of products using cast-off fabrics combined with new materials. “I love the idea that the things people discard get a second chance, but the concept isn’t new. This is how past generations lived,” says Jennekens. “Between my seven siblings and I, everything was used at least twice in our house.”

“It’s so much more environmentally friendly than throwing out the extra fabric lying around,” Gerke concurs.

The recently introduced Girls Rule bags sport pink ribbons and dedicate a portion of the proceeds to the Canadian Cancer Society. “I know my kids—Avery, 14, and Heyden, 10—are watching, and I’d like to instill in them a desire to give back,” Jennekens says. “It’s having a conscience about the world we’re leaving our children. All you can do is your part.”

Visit www.echoesintheattic.com

FOR MORE OF LAURA JENNEKENS’ STORY, VISIT
WWW.CANADIANHOMEANDCOUNTRY.COM