



## CRANMORE HOME

CRANMORE HOME IS A STUNNING RETAIL STORE AND ONLINE BUSINESS RUN BY THE LOVELY TRACY LEFROY. HER SHOP FEATURES A GORGEOUS COLLECTION OF AUSTRALIAN-DESIGNED HOMEWARES AND ARTISAN PIECES CAREFULLY CURATED AND SHARED FROM MOORA, WESTERN AUSTRALIA.



A corner of Cranmore Home's Moora showroom



**I AM...** Tracy Lefroy, proud curator and owner of Cranmore Home, based in regional WA in my hometown of Moora. I graduated from our spare bedroom to a 'grown-up' office, showroom and stock room in February this year! I am an avid supporter of Australian products – whether it's the wool and foods produced on my farm or the homewares, art and fashion I select for my online and retail shop.

**MY SHOP SELLS...** Only Australian-designed homewares, art and fashion.

**THE MUST-HAVE ITEM IS...** That's like asking me to choose my favourite child! But, at the moment, I am seriously coveting the Lazy Bones 'Kantha2' design quilt as my six-year-old doona cover has well and truly seen better days.

**I STARTED MY STORE BECAUSE...** I felt frustrated at the lack of availability of quality, well-priced Australian-designed products. My husband and I live in a beautiful 'old dame' stone farmhouse and I wanted to respect the stonemasons who crafted this home by hand with furniture and art that had been made with equal passion and dedication.

**I CHOSE THIS SPACE BECAUSE...** In a small country town the availability of space is critically limited so I am thrilled to have my spaces all adjacent to each other and with great natural light. I was also lucky enough to secure a place next door to our cafe (I live for good coffee) and a florist, so we are quite a creative little zone.

**PEOPLE SHOULD VISIT BECAUSE...** My passion for Australian art, fashion and homewares is contagious! I just adore what I am doing, and love working with the makers of artisan, authentic goods. I am also showcasing some emerging talents such as Maeker Studio, Gratton Design and Emma Grace Hawtrey. They are fresh new faces to the Australian design scene and I can see big things for them in the future.

**YOU CAN FIND US AT...** Cranmore Home, Shop 2, Padbury Street in Moora, WA. Honestly though, just ask anyone in Moora for directions to 'Tracy's' and they will be able to help you out.

**VISIT US...** Cranmore Home is open Tuesday, Wednesday and Friday from 8am to 4pm, or [www.cranmorehome.com.au](http://www.cranmorehome.com.au) is open 24/7.

The stunning Kantha2 quilt from Lazy Bones



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