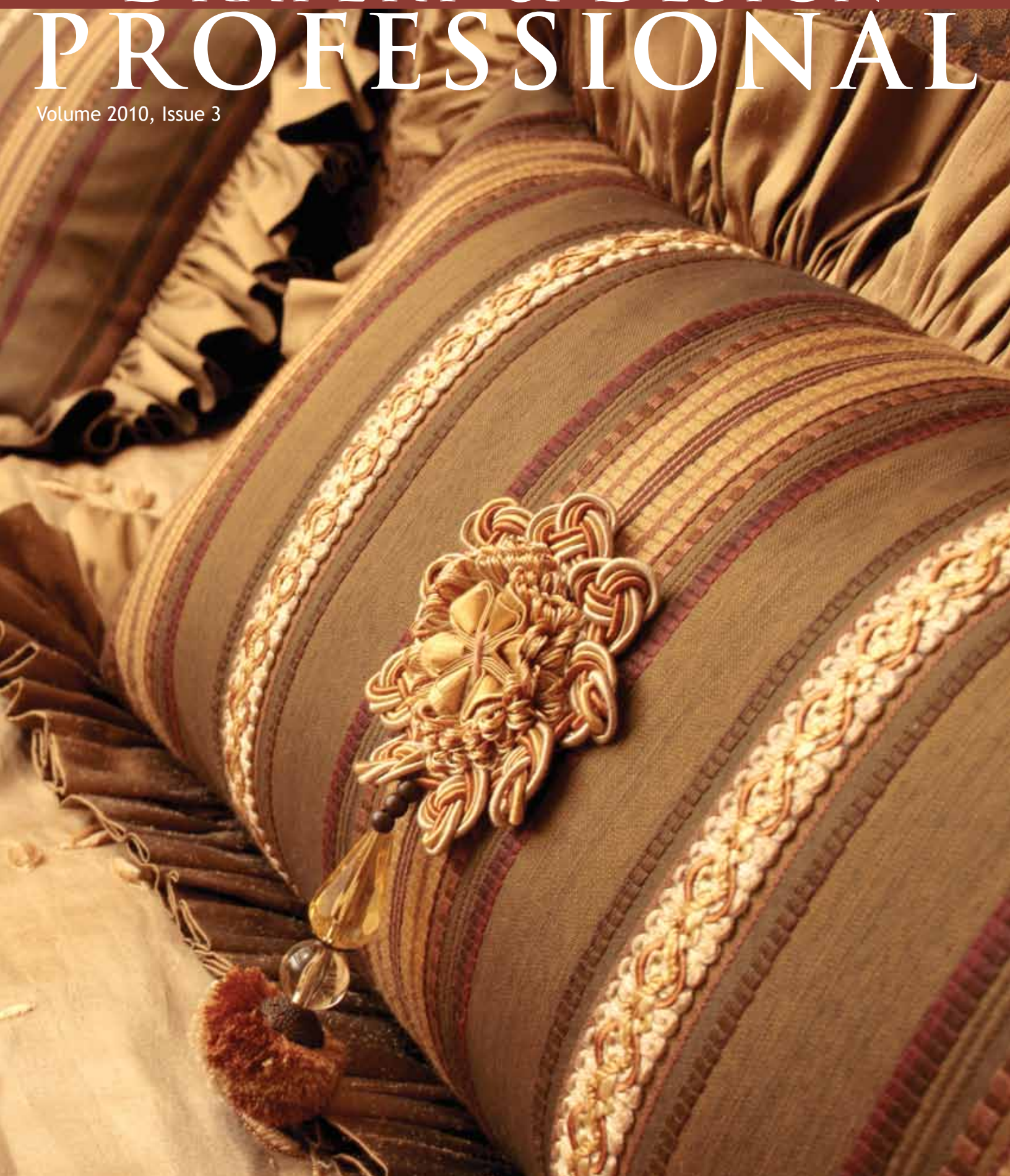


DRAPERY & DESIGN PROFESSIONAL

Volume 2010, Issue 3



Serving the Custom Home Furnishings Industry since 1993

*Take a
Closer
Look*

VOLUME 2010
ISSUE 3



7



16



19



26



37



57



63

DRAPERY & DESIGN
PROFESSIONAL

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NETWORK

DRAPERY & DESIGN PROFESSIONAL

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DRAPERY & DESIGN PROFESSIONAL is a bimonthly trade publication specifically for those who sell, design or create custom window treatments, upholstery, slipcovers and related services. Contributions from readers are welcomed. We look for articles that teach new techniques, inspire readers to tackle new projects and inform readers of current trends in fabrication and design.

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From the Editor-in-Chief

Today I was going through some old photos of our magazine's founder, Cheryl Strickland, and it still amazes me the vision she had for this industry. Cheryl worked hard to bring workrooms together. I am referring to the time when the letters *WWW* didn't mean a thing. She knew if she traveled all over the country and looked hard, she would find people who make window treatments and get them connected. She knew she could create this connection by sharing knowledge and, as we all know, she was right.

I remember Cheryl at a regional trade show back in 1994, handing out a small, pink eight-page newsletter. I thought I had hit the jackpot finding this jewel. Inside that newsletter I found out how to string a bottom-up shade, how to make a working balloon shade look like a swag with tails and where to purchase a screw eye driver. I was hooked on this very first issue and from that day, the *Sew-What? Magazine* became a part of my required reading. Little did I know back then that 12 years later, I would be leading the next generation of workrooms to the path of this wonderful resource.

I was so blessed to have known her as an industry icon and as a personal friend. She taught me so many lessons. When things happen, I can still hear her voice tell me how to handle it. She and I would go away for a weekend once or twice a year and talk endlessly about the industry. She was my mentor and passed on to me all the little bits of wisdom in her head. She was amazing.

Cheryl taught a generation how to stand up and proclaim that they are professionals. She could command a room filled with those who wanted to hear her every word. She inspired so many of us to step outside our workrooms and teach others through classes, seminars and writing. She raised an industry, showed us how to share, made us laugh and made us cry. Sadly, Cheryl passed away in April 2008 after a four-year battle with breast cancer. She is greatly missed. Her work, legacy and dreams still live on through the CHF Academy and all those who knew her.

Margie Nance



We'd like to put you on our map!
Submit your article ideas to Michele@chfschool.com.

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Table of Contents

Volume 2010 Issue 3

Learn

- 7. Inverted Box Pleat Panel with Embellishments - D. Cash*
- 19. The Installer's Toolbox - C. Gulliver*
- 38. Molding Cornice - D. Preston*
- 47. Making a Curtain Sample with Decorative Pleated Heading - P. Bruce*

Share

- 6. From the Bookshelf - J. Abbott*
- 16. The Future of Lighting - K. Gregory*
- 25. Colorize Your World - J. Turner*
- 43. Protecting Your Assets - J. Abbott*
- 54. Shoptalk - S.W. Schurz*

Inspire

- 36. Construction Zone 2010*
- 58. Curtain Chronicles - J. Braxton*
- 64. From D&D Professional Network*

Prosper

- 10. The Evernote Effect - D. Green*
- 51. Is Blogging Right for Your Business? - S. Devaney-O'Neil*

Meet

- 14. Spotlight On - P. Winecoff*
- 24. Career Professional Graduates*
- 28. Spotlight On - P. Dominique*
- 30. Vendor Profile - Minutes Matter*
- 56. Meet a D&D Pro - S. Stouffer*
- 66. Meet the Writers*

Fabrication for Cover Photo by Sheri Stouffer

Colorize Your World

Color Forecast Comparison

By Judi Turner
Dover, NH

As designers and workrooms we like to stay in touch with the trends in color and design. If you've been in the business for a decade or two, you can look back and recognize the pastel colors of the '80s and the jewel tones of the '90s. The trend for the turn of the 21st century is that new color combinations have emerged with colors we've long been familiar with, but perhaps didn't like on their own. Brown is now the new black, for instance, which challenges our ideas of traditional color schemes.

I'd like to compare and contrast three color trend forecasters that are referenced most often in our industry: the Heimtextil Trend 2010/2011 report (HT), Sherwin-Williams Colormix 2010 (SW) and Benjamin Moore's Color Pulse 2011 (BM). Ultimately these color trends show up in fashion, interior furnishings and fabrics, and even automobiles and advertising. To focus on just one published color forecast would paint an incomplete picture for you, as there are slight variations among the forecast groups.



Futuristic (HT)

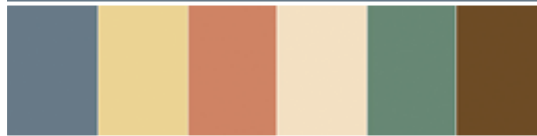


Rooted (SW)



Tribe (BM)

The theme of each of these groups is natural beauty, a simpler time of returning to our roots, and tribal elements of beads, furs and fringe. You can see that the similarities are taupe, golden browns and red. The plum in the HT swatch changes to a tomato red in SW and a deep true orange in BM. Both SW and BM have the addition of a blue-green that isn't found in the HT palette. For SW it's a deep turquoise, and for BM it's an even brighter turquoise — almost more of a childlike tone. Both SW and BM are lacking the cream and black tones that provide contrast in the palette. Their visual pictures most definitely show these colors as an element, and I would encourage you to add the cream and black colors if you favor either SW or BM. I'd also encourage you to look critically at the BM version of this trend as the colors appear much brighter and punched up in hue. This may be a palette that suits the more Southern regions of our country, but if you live in the North you may want to consult the HT and SW color palettes for more livable options. Remember, also, that the HT palette included a copper undertone that adds refinement to the palette and fits with the term eco-luxury that you'll hear across many design sectors, not just in interior fashions.



Temptation (HT)

Treasured (SW)

Escape (BM)

The theme for this group is sensuality, opulence with pearlescent finishes and shimmery fabrics, jewel tones with a twist, theatrical exaggeration, and new color combinations. The HT and the SW palettes are closely related. They both share the same dark green/charcoal color and there is a chartreuse/golden-taupe color that's very reminiscent of the '60s but much more subdued in all three palettes. A blue, green and fleshy cream, coral, and brown are evident in both HT and SW palettes. The plum tone of HT is almost true purple, but in BM it goes a very bright version of the same hue. Once again, the BM version of this trend group is a more vibrant, brighter version of a similar palette. You can review these palettes critically for your region and determine which palette will be more successful for you. Of course, if a client falls in love with a fabric and you can recognize the origins from one of these swatch palettes, then you can find the coordinating fabrics and colors for the space if you wish to present a fashion-forward interior.

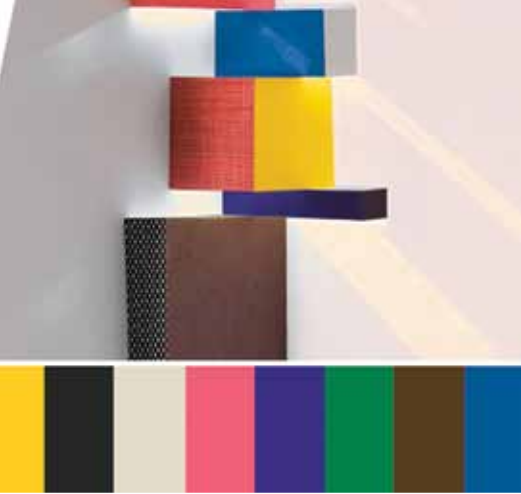


Hypernature (HT)

Simplified (SW)

Farmville (BM)

With a quick glance these palettes seem the most similar to each other of all the trend groupings, but the philosophies are vastly different. For the HT group, there's a more urban connection and a desire to bring nature inside. SW is simply getting "simplified" with transparency, trusted materials and finishes, while BM goes right back to the farm. We have more space in the United States, so the trend toward a more urban lifestyle may not happen as it does in Europe. I can say, however, that we're seeing a trend to create "small towns" within our communities that are going to encompass the conveniences of urban amenities as opposed to the midcentury suburban developments. Similar pastel purple is evident in all three as is a grayish green, however; BM has more of a yellow tone. Both SW and BM use white and off-white to provide contrast to the more similar-valued pastels, while the HT palette uses a robin's egg blue/turquoise/baby pink to provide the contrasting color element. With the continued popularity of the robin's egg blue range, it'll be interesting to see what emerges in the United States, but I think you can safely blend these palettes for a very livable, fashion-forward trend palette.



Intuition (HT)

Refreshed (SW)

Order (BM)

Both the HT and BM trends emphasize primary colors, order and simplicity. BM has true primaries including grays and black, while the HT palette injects a bit of a twist on the primaries we knew of in the '80s. Graphic shapes, patterning and order also play a role in this color swatch as alluded to in a kaleidoscope of color and pattern. For the SW color swatch, the primaries take a tropical vacation and the values are pumped up with brightness and white. There's a sense of play and fun. We take our vacations seriously and we value the tropics, which take great effort to get to but are usually well worth the trip. I think of all the palettes, this color trend grouping represents the optimism for the economic recovery and a renewed sense of a healthy lifestyle. Your more traditional client may favor the true primary color scheme, while the truly optimistic client may tend toward the SW palette of tropical primaries. This is a grouping to watch and see how the textiles and fashion industry interpret this color trend. I believe it will have an emotional connection and help move us forward in a positive, fun way as a world community.

Each of these color forecast groupings are available from their respective supplier. By searching online you can study and grab the color groups and file them in your computer for future reference. I would suggest you keep these in a file to be viewed strictly online as to print them out at home gives you a very inferior representation of the colors. Sherwin-Williams will mail out a decorator swatch card with true representation of the colors and a brief description of the trend group, and offers webinars beginning in August. Benjamin Moore sells a color kit.

I hope that you can see that whether you're a workroom, designer, stager or installer, you can understand how the trend groups may be interpreted in the near future and how it's an integral part of our growth in a more healthy industry. ✨

CHF Offers a Color Class with JoAnne Lenart-Weary Check the Schedule below for Upcoming Classes

August 9-10 – Color

August 11-15 – Professional Interior Decorator

September 27-October 1 – Interior Redesign and Real Estate Staging

October 9-10 – Color

October 11-15 – Professional Interior Decorator

Meet the Writers



Jenna Abbott is the sole proprietor of Sew Elegant by Jenna, a to-the-trade workroom founded in 2001 and located in Sacramento, CA. She is a founding member of the Northern California Chapter of the WCAA, the Executive Director of the National WCAA, and a proud alumnus of the Custom Home Furnishings Academy in Charlotte, NC.



Joanna Braxton is the owner of Braxton Drapery Design in Westerville, OH. She's a graduate of the Sheffield School of Interior Design and has been in the window coverings industry for the last 26 years. She's a member of WFCP and WAA, and a board member of the Industry Guidelines panel with WCAA. Her website is www.braxton-draperydesign.com



Penny Bruce is a professional curtain maker with her own soft furnishings business in the United Kingdom specializing in handmade curtains using traditional methodologies serving both trade and domestic customers. She is a member of the Association of Master Upholsterers and Soft Furnishers and of the Association of Soft Furnishers. Penny established Denton Drapes in 1997.



Donna Cash operates a workroom in Flowery Branch, GA. She's a 20-year veteran of the window coverings industry and has an associates degree from the Art Institute of Atlanta. She's a WFCP Associate, member of WCAA, Drapery Pro and the Designers Workroom Council in Georgia. Donna is also a certified yoga instructor.



Sarah Devaney-O'Neil is the owner of Storibook Designs Inc., a custom home furnishings and design business providing design and advice for both residential and commercial clients. She has 20+ years of leadership experience, including sales training and upper management positions for two large home furnishings retailers.



Debbie Green is the owner of Dandelion Interiors and founder of Minutes Matter. Her philosophy is "Systematize your business by doing the same thing the same way." She's conducted seminars at D&WC conferences and International Window Covering EXPOs. She is also a Certified QuickBooks Pro Advisor.



Kristine Gregory is principal of Bedeckers Interior Effects Inc. Kristine is an Allied Member of American Society of Interior Designers, Past President of the Richmond Chapter of WCAA and a WFCP - Specialist Level. She is the only designer in the Richmond area who is an expert in both the psychology of color and personal organization. Visit her website at www.bedeckers.com



Cathie Gulliver owns Sew Simple Elegance, a wholesale studio located in Guelph, Ontario. She enjoys a lifetime passion for sewing, is both U.K. and U.S. trained and creates window treatments using the best of European and North American techniques of fabrication. She is a CHF Academy Advanced Career Professional and a member of the Canadian Workroom Association.



Diane Preston has owned Diane's Interior Creations, an award-winning workroom, since 1993. She's a member of WFCP, WCAA of Middle Tennessee and WAA. Diane is "committed to excellence and elegance" in every window treatment, bed ensemble, pillow or cushion made. See her online portfolio at <http://picasaweb.google.com/dianesinteriorcreations>.



Susan W. Schurz has owned Tavern Hill, a professional custom drapery workroom since 1988 working primarily to the trade. She's an instructor for the CHF Academy and the Brand Experience Manager for Rowley Company. Susan is a popular industry speaker and has been featured in many books and magazines. She's a member of the WCAA and a WFCP Expert.



Judi Turner started her business while in Germany 1991-1992. It began with a client base of expatriates who wanted the American style of window treatments for their German homes. Upon relocating stateside, Judi chose to remain in the home décor field and now, 17 years later, works with clients in several states and three countries.