

DRAPERY & DESIGN PROFESSIONAL

Volume 2012, Issue 2



Serving the Custom Home Furnishings Industry since 1993



From the Editor-in-Chief

What's New?



Michele Williams

I love getting e-mails from my favorite stores telling me what new services or products they have available. I always take a look at their new offerings to see whether it's something that would benefit or interest me. Often I pass along the information to a friend who's in the market for a particular product or service.

At CHFA, we're offering some new and exciting options for 2012.

- Our traveling class list has been expanded to include nine classes — all of which are two days in duration. This information can be found in our Spring/Summer Course guide on our website at www.chfacademy.com.
- We're also offering Video Streaming with the Premium Plus membership. With Video Streaming you'll get more than 36 hours of In the Workroom™, featuring the CHFA classroom experience, network sponsor facility tours, and real-life workroom business activity. You can purchase a membership upgrade at www.intheworkroom.com.
- We have three new classes added to our already spectacular lineup for the year. You can find this information on the Spring/Summer Course guide on our website at www.chfacademy.com.

So, have you considered offering something fresh and new to your customers? Maybe it's a new way to fabricate a specialty item, or a rendering service. It could be new business hours or a great hardware line. Don't miss the opportunity to add to your business and then connect with your customers to share the news. They just might be interested! 🐦

Michele Williams

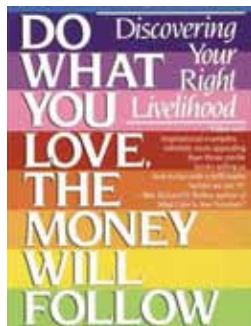


Table of Contents

DRAPERY & DESIGN PROFESSIONAL MAGAZINE
A PUBLICATION OF THE CUSTOM HOME FURNISHINGS ACADEMY

8 Share

From The
Bookshelf



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, and a member of WCAA, DraperyPro and the Designers Workroom Council in Georgia. Donna is also a certified yoga instructor.

10 Share

Parlez-Vous Drapery?



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

14 Share

Subscribers'
Weekend



Michele Williams is the Communications Director of the CHF Academy and the Drapery & Design Professional magazine Editor-in-Chief. She owns The Scarlet Thread, a drapery workroom in Alpharetta, GA, which she launched in 2000 after a successful career in financial software design. Michele also serves on the WCAA national board of directors as VP.

18 Share

Diary of a One
Person Workroom



Lauri Lodini owns and operates My Window Dresser, a one person, to-the-trade workroom in Langhorne, PA. A workroom owner for seven years, Lauri has a fine arts degree from Long Island University. She is a CHF Alumni, CHF Alumni Design Contest winner and WCAA Member. Lauri specializes in detail orientated window treatments and soft furnishings.

22 Learn

Fabulous Fan
Folding



Ann Johnson, owner of Sew Easy Windows, Avon Lake, OH, is the author of "The Professional Workroom Handbook of Swags" - popular manuals on swag patterns. She invented Square it Up!, a swag pattern drafting tool, is an instructor for CHF Academy; a member of GCDP, WCAA, WAOA and represents DreaDreamDraper. Seweasywindows.com

31 Learn

Smocked Drapery
with Diamond
Loop Tape



Susan Woodcock is Brand Experience Manager for Rowley Company. Prior to joining Rowley, Susan owned Tavern Hill, a professional drapery workroom founded in 1988. She is a popular industry speaker and a former instructor at CHFA. Susan has been featured in many books, magazines and CHF Academy videos. She's a member of the WCAA and a WFCP expert.

33 Share

The Ultimate
Sample Kit



Terri Booser owns An Interior Stitch, a wholesale drapery workroom in Wattsburg, PA, which she established in 1990. She has been a CHF Instructor since 2005, respected for her encouraging, organized and patient approach with students. She is CHFA's Curriculum Director and the Construction Zone Coordinator for the Vision International Window Coverings Expo.

39 Share

Rolling Grommet
Setter Cart



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, and a member of WCAA, DraperyPro and the Designers Workroom Council in Georgia. Donna is also a certified yoga instructor.

Also in this issue:

3. From the Editor-In-Chief

14. From The CHFA Forum

20. CHFA School Schedule

Cover Photo Credit: Barbara "Babi"Smith

Scan the QR
code to receive
your master
index list.



42 Share

Albrecht Dürer
Was Here



Judi Turner owner/designer for Domicil design in Dover, NH since 1992. Starting business in Germany, global inspiration continues to be an interest and influence. Domicil design is a resource for clients looking for custom treatments, slipcovers, DIY supplies and soft furnishings. Judi is the current President of the WCAA Virtual Chapter.

44 Learn

Easy Shaped
Banding



Judy Peters owns Palmetto Drapery LLC in Anderson, SC. She holds a degree in education from Clemson University, and was a middle school science teacher prior to opening her award-winning workroom in 1995. She is a member of the WCAA, WFCP, and is a CHFA Career Professional. Judy is committed to fabricating products that "not simply meet, but exceed client expectations". Visit her website at www.palmettodrapery.com

50 Learn

Pillow and
Duvet Closures



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, and a member of WCAA, DraperyPro and the Designers Workroom Council in Georgia. Donna is also a certified yoga instructor.

54 Learn

Constructing a
Simple Ottoman



Holly Bucciarelli is sole proprietor of Holly's Custom Window Coverings, a wholesale/retail workroom, founded in 2002 and located in Nokomis, Florida. She specializes in high-end fabrication of home furnishings, is a WFCP Associate and member of the Drapery & Design Professional Network and Advisory Board. Her website is www.hollys.windowluxury.com

Albrecht Dürer Was Here

By Judi Turner
Dover, NH

Classic architecture reminds us of the historic marketplace.



Back in the Middle Ages, German artist Albrecht Dürer needed to travel to trade fairs to sell his maps and lithographs. He also met with business partners to set up commissions and to exchange ideas. The Heimtextil Show at the Messe Frankfurt has just ended for another year, and what happens next is the exchange of business ideas and the beginning of new commerce relationships.

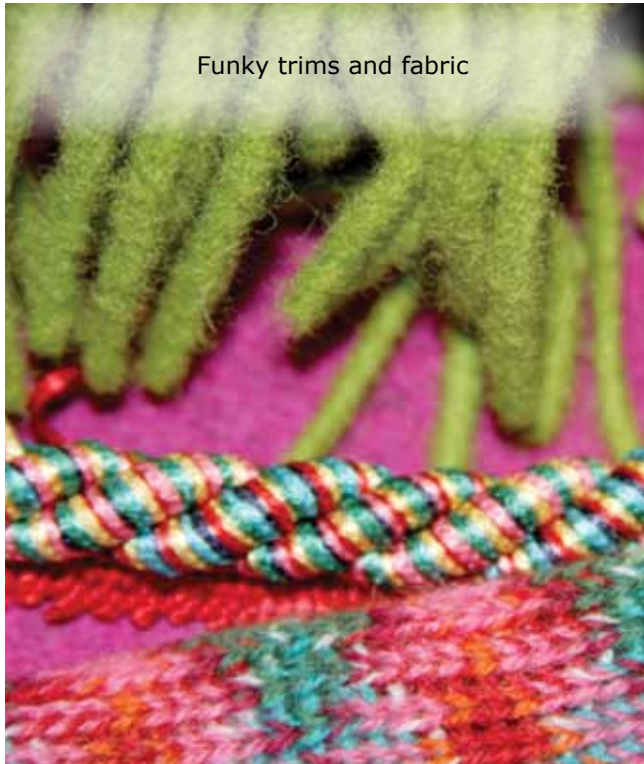
Messe Frankfurt has made it easier for small businesses to conduct trade and transactions on a smaller scale by establishing the Coupon Business Finder. This book identifies those vendors who welcome small-business trade. If you get a chance to attend in the future, you will see Messe Frankfurt's efforts to be a continual conduit for trade and commerce.

The exchange of business ideas and information is just as important as product. The Heimtextil has three specific venues with a variety of lecture themes over the duration of the three-day event. As a visitor, you're welcome to sit in on any and all that interest you.

The trend forum is a combination of lectures presented by industry professionals that are part of the Trend Panel, or they work independently in the effort to identify and educate on current market trends. In addition to the lecture series, there is an exhibit that illustrates each trend direction through a touch-and-feel display. Hands-on samples are available to inspect at close range, creating a very sensory experience for the four new trends directions.

This year the four trend groups presented at the Heimtextil Trends 2012/2013 preview are:

Color Riot — This trend is about intense color through a rainbowlike spectrum. It is about light and luminosity through bright color saturation.



Funky trims and fabric

Dark Lux — Luxury meets intrigue in this dark palette of color like a shadowy, mysterious night. It is the combination of bicycle chain meets chandelier, liquid gloss and strong texture.



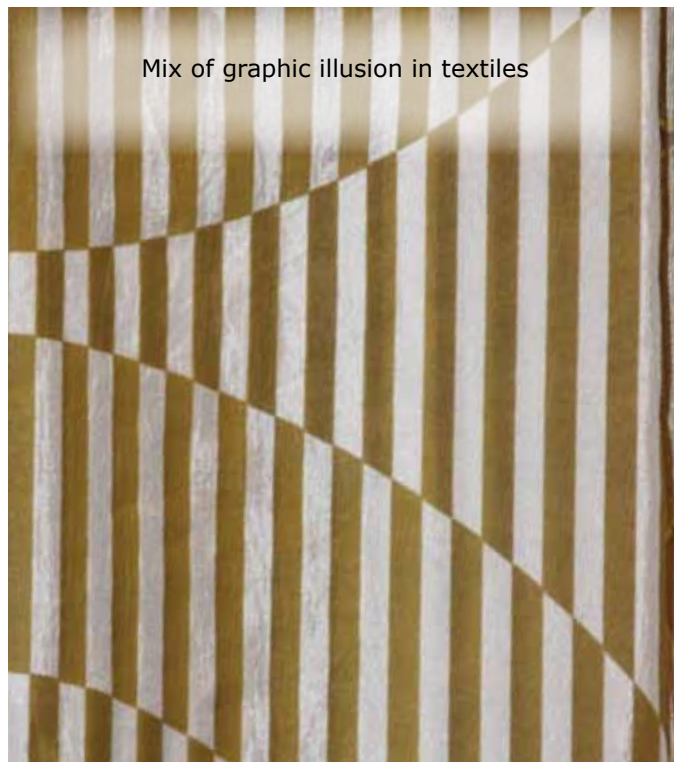
Lace imagery digitally printed on fabric

Craft Industry — This trend is a spice and global color palette with a link to craft, handmade, industrial, recycled and reusable. Craft Industry is fun while referencing heritage.



Denim is alive and well in the Craft Industry trend.

Split Clarity — This color palette contains comfortable neutrals, two eco-comfy green tones, warm wood tones and a shot of acid yellow. This trend is minimal and reserved, graphic and linear in design form.



Mix of graphic illusion in textiles

Photos by Barbara "Babi" Smith