

# DRAPERY & DESIGN PROFESSIONAL

Volume 2013, Issue 1



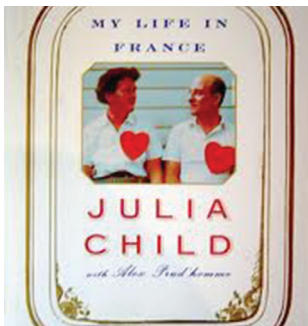
Serving the Custom Home Furnishings Industry since 1993

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**Michele Fugazy**, owner of Michele Fugazy Designs for the Home, operates a retail and wholesale workroom in Ridgefield, CT, since 2001. She holds a degree in English Literature from Skidmore College. Prior to opening her workroom, she worked as a fashion executive in NYC, traveled extensively in Europe and Asia, and designed fabrics and accessories for the retail market. Her website is [www.michelefugazy.com](http://www.michelefugazy.com).



**Liz Hawkes**, CWTC, owns and operates Windows by Liz in Harvard, MA, a home-based workroom that serves retail clients and design professionals. Liz hails from England where she earned a degree in Home Economics before moving to the US in 1984. She is a WCAA member and former VP of her local chapter. She is also a member of WAOA, and CHF alumni showcase winner. Learn more about Liz at [www.windowsbyliz.com](http://www.windowsbyliz.com).



**Terri Booser** is executive director of Custom Home Furnishings Academy. Before moving to Charlotte, NC, to run day-to-day operations at CHFA, Terri owned An Interior Stitch, a wholesale drapery workroom in Wattsburg, PA, established in 1990. She joined CHFA as an instructor in 2005 and became the curriculum development manager in 2010. Terri is the Construction Zone coordinator for Vision-IWCE.



**Laurie Medford** is the business development manager/expert services for Rowley Company. Before joining Rowley Company, Laurie owned Centsible Creations, a professional design, fabrication and installation company for both wholesale and retail customers. Laurie is an instructor for Custom Home Furnishings Academy and is a member of WCAA and WFCP.



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**Karen Erickson** has been teaching home décor for 27 years. She teaches slipcovering as well as home décor sewing at fabric stores, sewing guilds, in professional workrooms and for design groups. In 2006 she began teaching online classes for homefashionsu.com and coordinates the annual Slipcover Summit, which will be held this year near Santa Cruz, CA. Contact Karen at slipcovernetwork@gmail.com.



**Donna Cash** operates a workroom in Flowery Branch, GA. She's a 20-year veteran of the window coverings industry and has an associate 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 the pillow and bedding instructor at CHFA and also a certified yoga instructor.



**Joe Jankoski** is vice president of corporate merchandising for Hunter Douglas, Inc. He is President of the Window Covering Manufacturers Association (WCMA) and is a member of the board and past trustee of the Window Covering Safety Council (WCSC). Joe serves on the board of directors for the Window Covering Association of America (WCAA), and on the board of directors for the Interior Design Society (IDS).



**Susan Woodcock** is editor-in-chief of DRAPERY & DESIGN PROFESSIONAL magazine and also serves as creative brand manager for Beautiful House USA, a design resource center in Charlotte, NC. She was Brand Experience Manager for Rowley Company 2009-2012 and owned Tavern Hill, a custom workroom from 1988 - 2009. She is an instructor for CHF Academy, a member of the WCAA and a WFCP Expert.

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**Barbara Phillips** opened Center Stage Interior Designs, LLC in 2001 in Sudbury, MA, and specializes in full-service interior design, custom window treatments, color consultations, and project management. She is active with the Eastern MA Chapter of the WCAA as well as the Sudbury Chamber of Commerce. You can see more of her work at [CenterStageInteriorDesigns.com](http://CenterStageInteriorDesigns.com).

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FABRIC CHECK IN TAGS	
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Room	_____
Used for	_____
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Color	_____
Yardage	_____
Check in date	_____



**Beth Hodges**, owner of Beth Hodges Soft Furnishings, a wholesale workroom servicing high-end designers both locally and around the country. Beth is a Certified Window Treatment Consultant, Certified Workroom Professional, Window Fashions Certified Professional Expert and the Past President of the Window Coverings Association of America. Contact Beth at [beth@bethhodes.com](mailto:beth@bethhodes.com).

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**Judi Turner** has been 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.





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# DRAPERY & DESIGN PROFESSIONAL

a publication of the  
CUSTOM HOME FURNISHINGS ACADEMY

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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.

To request submission guidelines or a media kit email  
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# Keeping Up With the “Tech-dashians”

By Judi Turner  
Dover, NH

Remember when the Internet  
was considered a fad?  
Or Facebook?



I'm not the most tech-savvy person around, and I often find keeping up with technology takes a whole lot of time and money that I don't have. With a budget in mind, I've sought out the budget-friendly options to stay connected to my clients and keep my marketing message flowing. I've designed and built my business website using a web host that offers templates and tools for all the features I could possibly need. For slipcover estimates, for instance, I have a "Contact Us" form on my site that includes drop-down options for the piece to be quoted. This new feature allows me to collect a phone number, address (great to estimate travel time), and all the details I need to put a quote together.

I gauge how technology works for my business based on the number of clients older than myself who are getting in touch electronically. It's an admittedly "low tech" gauge, but I see older people online, getting into Facebook, and many now send photos to me for price quotes.

Many people in the industry can help you get your feet wet in the tech sector of your business or take you further into the growing options, but I want to briefly make the point that if you have resisted moving your business further into the cyber world, you may want to start as it will only get more entwined in our business. Many of our suppliers are asking for orders to go directly online through their websites, and they've invested in great electronic representation of their products.

## What's Now

Aside from the obvious use of social networking and websites, I'd like to give an example of the undercurrent of technology in the soft furnishings market that's in the near future. QR Codes — or Quick Response Codes — are showing up everywhere. They're basically a 2-D version of a barcode with many more variations possible for generating varied codes than vertical lines and spaces. But I consider them to be a link to the "present." They are a link to a URL (Uniform Resource Locator): The QR code at *\*directional\** turns into [www.domicildesign.com](http://www.domicildesign.com).

To access the URL, you'd need a mobile app that can use a photo tool to scan and then access the Internet for the specific website location. Just think of the on-demand marketing possibilities: You meet someone and hand over your card, and the new client scans the QR code on the back and immediately pulls up your website.

The next step is becoming visible in the fashion world where people are saying, "Let's see what happens to our product after the sale." RFID (Radio-Frequency Identification) tags can be attached to clothing and possessions to gather information for a "life-cycle" story of a product. The auto and consumer electronics industry have been using this technology for manufacturing purposes but the fashion industry has taken it into their products as well. Of course, there's a lot of controversy about invasion of privacy and tracking purposes but I

think that with external cameras, smart phones, and credit cards you can be tracked just the same. I think this shows that there will soon be a link to the future of a product and that the information and data collected will probably be about situations we cannot even imagine. Much like what the Mars Rover has done for space exploration. Can you imagine what it might mean for a family that loses a house to fire or burglary if their window treatments actually transmitted data that was helpful in telling the story?

#### What's Next?

QR Codes and RFID tags are but one example of the direction our industry is going. Take, for instance this example of the potential future of pillows: "Pillow Talk," which involves a system of sensor rings and flat fabric panels that slip into pillowcases. According to Little Riot's website, "Pillow Talk is a project aiming to connect

long distance lovers. ... The ring wirelessly communicates with the other person's pillow; when one person goes to bed, their lover's pillow begins to glow softly to indicate their presence. Placing your head on the pillow allows you to hear the real-time heartbeat of your loved one. The result is an intimate interaction between two lovers, regardless of the distance between them."

I showed the video of this product ([www.youtube.com/watch?v=teivc8Q-oSA](http://www.youtube.com/watch?v=teivc8Q-oSA)) during a recent WCAA Virtual Chapter meeting, and we wondered whether it also had a place in the market for kids with separation anxiety. I think baby monitors may become a thing of the past as this advanced technology moves into soft furnishings.

Rest assured that if you haven't gotten your feet wet in technology, it's never too late to do so. Our clients may push us to include a more interactive product. ✂



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