

DRAPERY & DESIGN PROFESSIONAL

Volume 2010, Issue 2



Serving the Custom Home Furnishings Industry since 1993

DRAPERY & DESIGN PROFESSIONAL

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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.

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From the Editor-in-Chief



Have you noticed our table of contents category headers? They all begin with a verb. A verb is an action word and that's what D&D PROFESSIONAL magazine is all about — helping readers take action and move businesses to the next level.

The **LEARN** section is all about step-by-step instructions.

This month you will learn how to repurpose a chair back with Laurie Medford, make a panel with an angled, flip valance with Susan W. Schurz, learn how to troubleshoot a sewing machine with Ann K. Johnson, fabricate a rippled-pleated edge with Donna Cash and learn how to make an arched PVC rod with Annie Davis.

SHARE is what makes this magazine special. It's what Cheryl Strickland, the founder of the original publication known as *SewWhat?*, began in 1993. It's the sharing of knowledge by our readers. Bill Taylor from Rowley Company shares his favorite books, Jennifer Brum talks about customizing slipcovers, Judi Turner brings us the latest trends from the Heimtextil show, Sydney Schwartz-Hardiman explains how to alter patterns and Joanna Braxton takes you on a journey through a country farmhouse transformation.

Become **INSPIRED** by Jenna Abbott's article about becoming a leader and view photos of inspiring window treatments for bay windows by several CHF Forum members. **PROSPER** with tips from Debbie Green on how Facebook can help your business while Sarah Devaney-O'Neil explains how other parts of the social media world works. In this issue you will **MEET** Ann K. Johnson and get a close-up of Diane Preston's workroom.

I am thrilled to be presenting to all of you a wonderful mix of writers and the knowledge they love to share.

Sit back, relax and enjoy this issue.

Margie Nance

Margie Nance



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

In preparation of this magazine, every effort has been made to offer the most current, correct, and clearly expressed information possible. Nevertheless, inadvertent errors may occur. DRAPERY & DESIGN PROFESSIONAL and its representatives disclaim any responsibility due to typographical errors and accuracy of the information that may be contained in this magazine. No part of this magazine may be reproduced in any form without written permission from the publisher.

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Cover photo provided by Diane Preston.

The article "What Is Happening to the Roman Shade Industry" in Volume 2010, Issue 1, should have been attributed to Jenna Abbott, Executive Director of WCAA.



Trend Forum

2010

Interiors are the future,
and the future is *now*.

By Judi Turner
Dover, NH

The highlight of my visit to the Heimtextil Show in Frankfurt, Germany, this past January was learning about the interior design trend groups for the upcoming year. Through a combination of lectures, exhibits, tours and books, I was able to see, touch and understand where the trends for interior fashions are headed. There is an international panel of industry professionals that make up the Trendtable Contributors. They come from all areas of interior design, and from France, Germany, Netherlands, Sweden, Japan and Great Britain. These industry professionals gather information over the course of the year and get together periodically to interpret what they see and predict what will be the design trends for the near future.

There are four design trend groups, and what surprised me is that they are each a mixture that produces a new hybrid trend direction. I hope you'll see some general trend themes here, and also distill some individual design trends. The four trends are: sustainable ecological luxury = Futuristic; traditional and modern = Temptation; nature and innovation = Hypernature; and spontaneous creativity = Intuition.

Often in the United States, it's difficult for us to translate a European design trend because we tend to be more traditional with our interiors, especially in residential work. But generally speaking, "Home is where it all starts." For most of the past decade we have felt a desire to make our homes a place where we can feel safe and good, but it needs to express you/your clients' personal styles, as well.

Today's home environment needs to be cozy and a "Communication-friendly" atmosphere that includes specially selected materials, lighting options and acoustics. Our designs are also influenced by the way the sun can change the hue in a room over the course of a day. As designers, we need to be mindful that what we design is not stagnant but is interactive with the occupants and the atmospheric conditions.

In commercial environments, functionality is the main influence. Items to consider in the space include ergonomic chairs, expansive tables and high quality tactile materials. Don't forget to add personal inspiration (a favorite travel scene or personal photos) to keep productivity at a maximum. In a commercial space, the style can vary as wildly as it does now in residential

environments. Some people like to work in a minimal (i.e. monochromatic, enclosed storage) space while others may be more productive in a work space where all their work tools are visible and accessible. Get to know your clients and their styles, and keep functionality always as the most important factor in a commercial space.

A closer look at four of the 2010 trend groups:

Futuristic



This is a blend of going back, deep into our roots to look at the future. It's a trend that mixes raw design with sustainable sophistication. The color palette is earth tones, but they're made more refined by adding copper, and black and white. The mind-set for this trend is that we need to think more sustainably for the future of the earth. The buzzword is *Eco-Luxury*. It's

the understanding that quality needs time and that quick equals things that are made poorly and do not last. This should be a concept that we all can get in our heads and convey to our clients. Quality materials, hardware, and craftsmanship all equal a product that is going to outlast the more quickly made, less expensive product. I think because of our recession mind-set, we should be able to sell and fabricate quality

and still get the money for doing our craft. Consumers have pared down their environments and done without the frivolous shopping, and when they call you they most likely are looking for quality, otherwise they would have gone with a more ready-made option. This is a trend that's here to stay, so get to know it, and use it to improve your business.



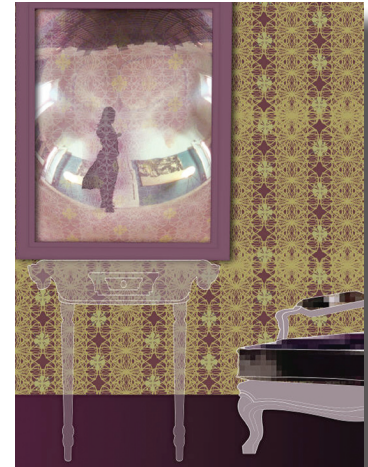
Temptation



This is a trend that utilizes the "personal bubble" imagery. It's about creating personal, sensual spaces that utilize technology. It's about creating spaces that can change with your mood through technology that can transform walls. For example, think about the

digital photo frames, and now imagine a wall in your living room with several of these frames mounted on the wall and the ability to completely change your wall art by remote. This trend has many of the jewel tones we saw in the early '90s, but they have a slight grayish patina to them. There are also a few reddish earth tones with chartreuse for "pop." The forms in interiors are items that are classic, rounded, sensual shapes, but they're often stretched or exaggerated. The buzzword here is *Rough Luxe*; this is where patinas are added with metallics. My daughter is reading a series of novels called *The Luxe*, and on each cover you see a very pretty teen girl in a very luxurious evening gown. You can quickly

see that this is modern-luxe and not something from the Victorian era. That's the same feeling with this trend. There's an emphasis on using haute couture technique, trims and braid to add "popping" color and interest. This trend should be the one that high-end workrooms get to know because you'll be able to deliver what this trend is all about.



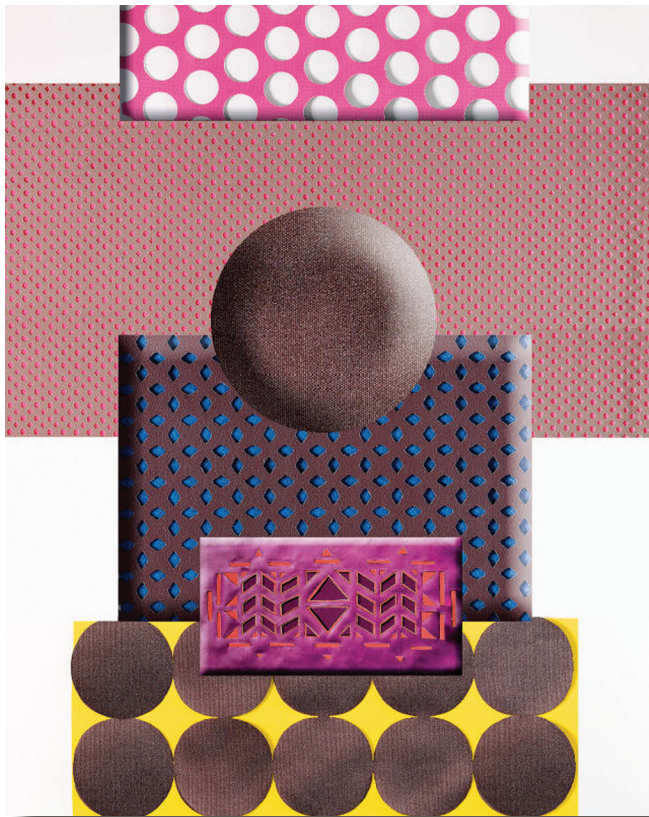
Hypernature



This trend is based on the fact that currently 45 percent of the world is living an urban lifestyle, and it will increase to 65 percent in the next five to 10 years. Because of the more urban lifestyle, there's a desire for the nature that will be lacking. Life is pared down and we'll see a blend of organo-tech (reducing everyday complexity) and beneficial innovation. Instead of just the home water fountains; we will see products that give light, grow plants and enhance our interior spaces by bringing nature in. This is a time when consumers will rediscover natural fibers (we see this already with bamboo), but they will select fibers based on their beneficial and inherent properties. The color palette for this trend is pastel in nature but with a transparent gray film over top. They look like transparent pastels, and a layering of these colors is also characteristic of this trend group. Think about cocooning and layering with a good dose of wellness and airiness. The clients who value yoga, healthy eating and simple living will also be clients who would favor this trend group.

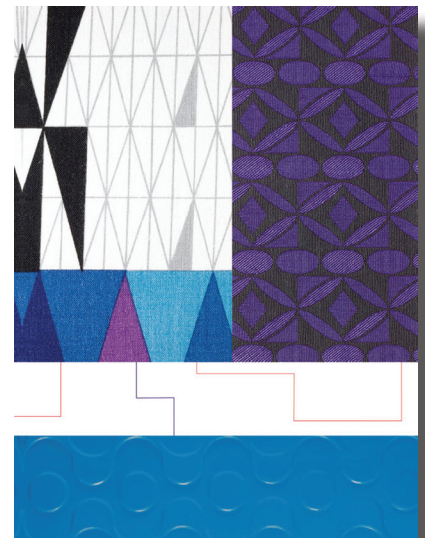


Intuition



This is the "fun" trend group. The current financial crisis that has affected the whole world is making us be more daring and purposely joyful. It's a trend to create surprises. I'm reminded of a recent issue of *Drapery & Design Pro* that showcased a double-faced leading edge ("The Dior: Leading Edge Kick Pleat" by Cathie Gulliver, Volume 2009, Issue 5/6, page 5), which is an unexpected and perfect way to translate this trend. This is the trend that, as a designer, you should get to know because it will allow you to add whimsy and play back into your design. The color palette for this trend would be — as you might expect — all the primaries and black and white but with, again, a little muddy gray mixed in. These colors still read as the primaries you would associate with Mondrian and the same playful simplicity. This is a trend where you can mix matte with shiny (i.e. shiny red with matte gray), and you can use modular, color blocking and dynamic shapes. Think of a totem pole and the symbols stacked one on top of another; think about kaleidoscopes (ever-changing design).

Quilt designs are found in this trend. For the interior settings you should trust yourself, add joy, and consider function. This trend group can bridge all age groups; think about incorporating this trend concept for your senior clients. It's also a trend about rethinking and repurposing items in new, creative and more functional ways.



My feeling after learning about these four design trends is that there is hope in the interior design world, and that our clients will be looking for and be receptive to the high quality, custom-made products that we can deliver. You can see that the common thread through all design trends will be considering the ecology, offering functionality, and rethinking and repurposing. These trends don't, however, compromise and offer a watered-down version of what you feel is ultimately best for the client. In the long run, sustainable design (a custom treatment that lasts as long as the owner lives in the space) is what will be valued, and that is how these trends should guide you through your next business year. ♣

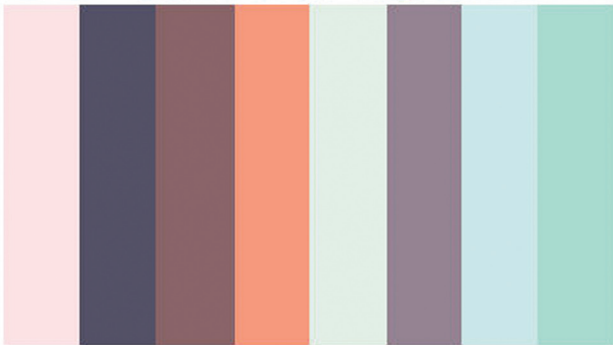
Snapshot of the four 2010 trend groups.



futuRustic



Temptation



hypernature



INTUITION

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's 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



Jennifer Brum of St. Peters, PA began her career as a partner in a graphic design business in New Orleans. After moving North with her husband, Jennifer worked freelance, creating reproduction signage and illustration. Today she divides her work time between sewing slipcovers, creating large appliqué fabric murals and creating reproduction signage.



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.



Annie Davis of Elkhorn, NE is the owner of Artisan Designs. This year she celebrates her tenth year as a workroom owner, and is also a member of WFCP and WAA. You can find Annie on the D&D PRO Forum under the screen name of "anniedavis".



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 conducts seminars at D&WC conferences and International Window Coverings EXPOS. She's also a Certified QuickBooks Pro Advisor.



Ann K. Johnson has owned her home-based wholesale/retail workroom since 1992. She's the author of two books on drawing swag patterns: *The Professional Workroom Handbook of Swags, Volumes 1 & 2*. Ann is a representative for Evan Marsh Designs, creators of dreamDraper and Quick Quote and a specialty instructor at the CHF Academy.



Laurie Medford is the owner of Centsible Creations Inc., in Fenton, MI. With more than 20 years of experience in the window treatment industry and eight years of experience in upholstery, Centsible Creations, Inc., prides itself on creating and fabricating beautiful products. Laurie is an active member of GDWA as well as WCAA. She is a CHF specialty instructor.



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



Sydney Schwartz-Hardiman is the owner of The Silken Scissor, a retail and wholesale workroom based in Pittsburgh, PA. Sydney is a winner of PA's Best 50 Women in Business and Pittsburgh's Top 40 Under 40. She's also the founder of the Western PA Window Treatment Association. Visit her at www.TheSilkenScissor.com or blog at www.TheNeedleandTheThread.com.



Bill Taylor is an owner and managing partner of the Rowley Company, serving as the Chief Executive Officer, which is a leading supplier to the window coverings industry. Prior to joining Rowley Company in November 2007, he was Executive Vice President of Microban International Ltd., the branded leader in antimicrobial technology.



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