

TOP TRENDS IN DECORATING TODAY
~ Your Home is Your Sanctuary ~

We are looking for a respite from an increasingly chaotic world. We want homes that are sanctuaries, spas and above all, safe. Windows have been described as the house's eyes to the world. Window coverings are what separate personal from public space and as such, now more than ever, they are a prime element in home décor. Hunter Douglas, always the innovator in window fashions, has new offerings to meet the latest needs and trends at the window.

Light Can Change Everything

It is a scientifically proven fact that light affects our moods and health. Window fashions like light-transforming Silhouette® window shadings put you in charge of this vital natural resource in your home. Since its introduction 15 years ago Silhouette window shadings with two sheer fabric layers and gently curved fabric vanes between them have transformed the light in a room from harsh and unyielding to soft and controllable. In addition, because of their unique construction, they are one of the few products that protect against the sun's harmful UV rays without compromising the light or view. There are more options than ever with the following fabric selections: The Matisse Collection™ is the first-ever fabric with colored sheer facings as well as colored vanes. The Lumiere™ fabric features a chiffon-textured fabric vane with a semi-sheer opacity. Even when the semi-sheer vanes are closed, there is a soft, diffused view to the outside, while the view into the home is obscured. The Bon Jour™ fabric is translucent, similar to most of the fabrics in the existing line, but offers a horizontal linen-textured vane for a less formal, yet elegant look at the window.

Serenity Reigns Supreme

“Spa” and “zen” have become aspirational buzzwords associated with the home. Trendspotters at the recent Maison et Objet show in Paris reported frequent sightings of figures of Buddha in materials as varied as fine crystal to rough-hewn rock. But even with a figure of a Buddha presiding, a room without privacy and filled with harsh light will not seem serene. Luminette® Privacy Sheers, a similar concept to Silhouette shadings that is oriented vertically, is available with PowerGlide® remote control motorization, an ideal solution for rooms with large expanses of glass like sliding glass doors. If the doors open to a beautiful view, you can see the view *and* control light with the touch of a button!

The World is Flat

Communications are instant, travel is frequent, and economies are connected. We are citizens of a global village and our homes reflect that. Rooms or wardrobes that feature only one style or place of origin seem as out of date as last week's headlines. As photos from outer space reveal, we are all neighbors on one small planet and should be concerned about preserving its resources. Hunter Douglas has introduced what's said to be the first-ever hybrid shutter. Hybrid – a term usually used to describe a type of car designed to appeal to consumers concerned about energy savings – here is used to describe a new type of interior window shutter that combines the style of finely painted wood with the strength and straightness of advanced modern-day materials, to create a quality shutter at an economical price that is also easy on natural resources – NewStyle™ hybrid shutters. Hunter Douglas Designer Screen Shades – offered in dozens of colors and even stripes – are another good option for rooms in the global village. They provide UV protection to preserve your world treasures while screening the light.

The Healthy House

We want our homes to be safe and healthy, not only for our families, but also for our furnishings and artwork. Duette® honeycomb shades, which today are available in single, double and triple honeycomb layers and a multitude of fabric and hardware options, increase the energy efficiency of your house and help protect furnishings from the sun's harmful UV rays. Duette shades with three layers of honeycomb cells in winter, with an insulating R-value of 4.8 (double glazing), more than double the energy efficiency of a double-glazed window, and increase the efficiency of a single pane of glass by nearly four times. In the warmer months, they block up to 80 percent of solar heat from entering a home. New fabric and color introductions have enhanced Duette shades, making them now, more than ever, a fashionable *and* healthy choice for your home. Moreover, they reduce noise.

The New Antique is Modern

Dealers report that classic modern furnishings are so sought after that they are commanding the prices of centuries-old antiques. These furnishings are complemented by rooms with large windows and simple, tailored window treatments. The new modernism is a softer, gentler more welcoming look than the hard edged 60's style. Vertical blinds have always been a favorite feature of modern interiors. Hunter Douglas has recently introduced Crosswinds™ Wood Vertical Blinds which combine the warmth and richness of wood with modern ingenuity. There are four paint and six stain finishes to select from and all have as a standard feature the exclusive

TopShield™ finish, a clear top coat that is applied to every vane and valance and helps protect against everyday wear and is smooth and easy to clean.

High / Low

Just as consumers feel franchised to pair a Chanel jacket with Gap blue jeans, rooms can sport priceless antiques with money-saving furnishings. Designed to capture the warm, luxurious look of real wood, while offering all the benefits of an alternative wood product for the value-conscious consumer, the EverWood® Collection boasts a complete assortment of slat sizes and colors plus a host of options and top-quality components and hardware that make it the premium collection in the alternative woods product category.

Jewel Tones

Homeowners are discovering that they don't need to limit decoration to neutrals and pastels. Rooms can have the same brilliant shades seen on fashion runways, jewel tones have become increasingly popular, adding a rich glow to interiors and making rooms sparkle. To fulfill this desire in window fashions, the Matisse Collection from Silhouette window shadings comes in the following lively colors, which cast a tinted-toned glow: Watercolor Glass, Ink Sketch, Artist's Wine, Wooden Easel, Seascape and Purple Palette. They are all available in both the two- and three-inch vane sizes.

Back To Nature

We increasingly want to bring nature indoors. Just as spas add tranquility to their interiors with natural materials and the addition of flowers and plants, homeowners are seeking furnishings with natural finishes. Currently the best seller in the Alustra™ Collection, which marries the flawless engineering of Hunter Douglas window fashions with a touch of luxury, is Alustra Woven Textures™. These shades are an innovative alternative to solar screen shades and woven woods that highlight natural textures and exquisitely filter light, with 20 unique natural-textured and light-filtering fabrics available in both Roman shades and window shades.

The New Urbanism

Not only does the younger generation gravitate toward cities, but also newspapers across the country report that aging baby boomers as their nests empty are attracted to the culture and convenience offered by city living. Many of these urban residences feature the large windows of loft-like interiors. Duette honeycomb shades are a great choice for urban interiors. Not only do they offer superb light, temperature and noise control and UV protection, but a 1 ¼-inch pleat size is ideal for today's larger windows.

At Your Service

Time is our most valuable commodity and so anything that makes life easier is popular. Both hotels and condominiums are marketing their services as much as their location. As the window fashions innovator, Hunter Douglas is adding the value of convenience to many of their products. Now combining the timeless beauty of a Roman shade with the practical functioning of a totally modern window covering, Vignette® Modern Roman Shades boast the PowerRise® easy, affordable, battery-powered remote control option.

For more information, contact Hunter Douglas at 1-800-274-2985 or visit www.hunterdouglas.com.