



## FACT SHEET

Deb Barrett has been actively working in the design and window coverings industry since 1975. She has a varied background and experience that is a rare mix in the industry. Deb is an award winning designer, professional speaker, consultant trend strategist and author.

### **Deb Barrett, principal**

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Deb's brands include:

Deb Barrett, Design Confidential blog, Window Dressings, Inc., WD Couture, WD Prêt and WD Privé

- As a design creative and Founder of the design firm, Window Dressings, Deb Barrett is most well known and has built a reputation for cutting edge couture treatments. A five-time winner of the Window Fashions Design Competition, she is a nationally known window fashions designer whose specialty is finding creative solutions to challenging design. Her work has caught the attention of Better Homes and Gardens *Windows and Walls*, *Decorating Ideas* and *Inspired House* among others.
- As an energetic and prolific professional, Deb's career path has taken her in several directions- writing, blogging, media tours and speaking. Deb speaks and reports across the country on a variety of design and trend topics. Barrett's highly interactive programs reflect her two passions- couture window coverings and trendspotting. With genuine warmth, she speaks to major trends in culture, business and interiors that inspire audience that range from ASID, IFDA to NeoCon and Springs Window Fashions.
- As an author, her books *Tools of the Trade* and *Soft Furnishings Sketchbook* are in their second editions. Deb's regular column, *Trendspotting* appears in *Vision* magazine and her new books, *It's All in the Details* and *Runway to Window* launch in early 2009. Deb's highly personal and informative writing style has been featured in print and online with Plinth and Chintz, Threads, High Point Market Report and HGTV. Blog readers enjoy Deb's inspiration in her blog, *Design Confidential*, an online portal to all things design and trend related.
- As a design thinking strategist, Deb's fascination with what's around the corner and the constant search for inspiration has led her to travel the world to develop design intelligence and interior forecasts. She regularly works with industry partners, consumers and professionals to impart trend insights through presentations, white papers and trend products.
- As an industry expert, Deb and her colleague, Susan Schultz has created [Design Business RX](#) a web-based forum for decorators, designers and retailers, created to share knowledge, provide inspiration and give support for sole practitioners and small businesses through their website and DBRX small consultative workshops.

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