

DebBarrett



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Issue: Difficulty keeping in touch with the soft side of the window coverings market

Solution: Focus on understanding current (for the next 18 months) custom drapery trends through **a comprehensive trend forecast and market report** including:

- Custom Drapery Fabric Trends focusing on:
 - Materials
 - Structures
 - Current overview of what is available in marketplace
 - Highlights of what will be coming to market in next 6- 12 months

- Custom Drapery Style Trends focusing on:
 - Headers
 - Edges
 - Hems
 - Underpinnings
 - Overview of top treatments as it applies to drapery

- Decorative Hardware Trends focusing on:
 - Overview of finishes, rods, finial styles, rings and fittings currently available
 - Highlights of what will be coming to market in next 6-12 months

- Custom Drapery Technology and Safety focusing on advancements in:
 - Motorization,
 - On demand opportunities
 - Virtual sampling
 - Engineering
 - Web 3.0/apps