



Get It Right the First Time

6 ways to avoid costly mistakes and choose the window treatments of your dreams.



ADRETTE
WINDOW COVERINGS

Every home design project starts with a joyful idea.

We look for an inspiring change to our surroundings that will brighten our days, elevate our evenings, and impress our visitors.

Windows are strong, visual focal points in a room. When they send the right message in harmony with the rest of your room's design, the effect is truly transformative.

We all start out with dreams of warm, inviting spaces, but then, the actual process of design and installation begins.

At this point, three big things threaten to steal the joy from the journey ahead:

- 1. The choices are overwhelming** – Where do you even begin when there are so many colors, textures, and styles to consider?
- 2. You're on your own** – Most window treatment retailers and national chains expect you to know what you want for a design, and at the end of the day they expect you to manage your own project and follow up on problems that come up during installation.
- 3. It's harder than it looks** – We've listened to so many heartbreaking stories about DIY projects and retailer installations, which seemed to be on track only to meet the unpredictability of how fabrics behave or how dye lots can vary. Backtracking is both expensive and discouraging.

Adding to all of these problems is the **time** they take to resolve and the **pressure** the process can put on someone's schedule.

You deserve to make confident decisions and avoid costly mistakes.

We believe you deserve the guidance necessary to make confident decisions and avoid costly mistakes. That's why we've spent 21 years helping more than 2,000 clients create spaces that inspire through a full-service, custom design experience.

The custom design process solves the three big problems above. You get guidance through your options, management for the project, and the expertise to make sure it turns out right.

However, from our perspective, it does something even more important. It preserves the joy of the process. You get to stay focused on inspiration and dreams while your designer takes care of the headaches.

The only thing left for you to do is to understand:

- ✓ How the custom design process works.
- ✓ How to communicate with your designers to get the results you want.

This resource will help you master both of those topics so you can get things right the first time and create the space of your dreams.



6 Ways to avoid costly mistakes choosing your window treatments.

1. Leave Plenty of Time
2. Answer the Right Questions
3. Explore Your Options on Pricing
4. Understand How to Collaborate with a Designer
5. Anticipate the “Hurry Up and Wait”
6. Make Sure Mistakes Are Addressed



1 | Leave Plenty of Time

Custom-crafted, quality window fashions take at least 6 to 12 weeks from start to finish.

The typical steps will include:

- ✓ An initial, virtual design consultation.
- ✓ Sourcing product samples for you to examine.
- ✓ A second on-site or, when possible, virtual consultation to gather measurements and make final design decisions.
- ✓ Shipments of luxury fabrics and hardware from international producers.
- ✓ Quality inspection of the materials when they arrive!
- ✓ Fabrication of your window treatments by local artisans.
- ✓ Installation by a team of licensed experts.

During that time, things may come up that add time to the process.

Sometimes the task at hand is constructive and positive. For example, a small fabric sample isn't enough to tell what the hand of your fabric will be like and how well it is going to drape. We always order a large sample from the actual fabric bolt to make sure the color matches and doesn't differ from the original piece.

We may even take things further by ordering a yard of the fabric or building a custom sample panel to assure it matches what you're envisioning in color, texture, and drape-ability. These extra steps help you avoid costly mistakes and visualize the final product before it's manufactured.

Other slowdowns are just part of the cost of sticking to your dreams. Custom Window fashion designers give you access to luxury fabrics from around the world, and sometimes you fall in love with a back-ordered material which still needs to be woven and shipped.

And of course, there are unexpected problems that need to be addressed. The custom design process takes on those headaches but can only do so much about the time it takes to resolve them.

As my wise father used to say, “Good things come to those who wait.” A carefully-designed, artisan-crafted window treatment that transforms a room is always worth the extra time it takes.

So, if you’re working towards a grand reveal of your custom design around a family event or a wedding, you’ll want to leave ample time for the process to take place.

Also, keep in mind that the **holidays are typically the busiest season** for window treatments, and talented craftspeople and drapery installers are always in high demand. If your reveal is set for a holiday gathering, leave even more room in your timeline.



2

Answer the Right Questions

During your initial conversation, a seasoned consultant will ask you about your **vision** and **criteria** for function and style.

This should always include the following:

- ✓ Are you thinking about blinds, shades, drapery panels, or wood shutters?
- ✓ What type of coverage do you need? (Concerns here include privacy, sun protection, and sound absorption.)
- ✓ Are you thinking of a solid-color fabric or one with a pattern?
- ✓ What colors do you like in your home?
- ✓ Do you prefer a contemporary, traditional, or “somewhere in-between” look?

Your answers to these questions help a designer visualize your lifestyle. Knowing these are coming, you can spend a little time before your consultation, making a list of what you’re thinking.



It's also fine at this point to not know what you're looking for, and you can make a list of other questions you'd like to ask your expert designer.

Your designer may ask you to send photos of your windows and rooms ahead of time. Seeing pictures will help them decide what to bring to the second virtual, or in-home consultation. If they don't ask, you can offer this option to help the process along.

The bottom line is, at the end of your initial call, you should have a clear sense that your designer is asking the right questions and is truly interested in translating your dream for your windows into reality. You should also feel welcome to ask as many of your own questions as you need.



Explore Your Options on Pricing

Before you begin the custom window treatment design process, it's important to gather any concerned parties and decide on an investment range you are comfortable with.

Then, ask your design consultant to present options for a GOOD, BETTER, and BEST solution.

This is really important because the BEST solution isn't always the RIGHT one.

Just like any industry, window treatments come in a wide variety of product qualities and costs, and comparing them can reveal important insight concerning your design project.

- ✓ Sometimes, an imported, premiere fabric has the perfect texture and color, and nothing but the BEST will do.
- ✓ Other times, there's a BETTER quality product just below the BEST one that will perform just as well and achieve the same effect.
- ✓ Sometimes, the difference between BETTER and BEST has to do with optional add-ons like smart motorization. You may decide that isn't a feature you need, or you may find that the "magic" of a motorized window is a source of joy worth pursuing.
- ✓ A GOOD solution often lets you tackle more rooms in the home and cover a larger area with your existing budget.
- ✓ And you never know when a GOOD solution actually has the perfect color you were looking for all along!

There's far more going on in the comparison of pricing options than the cost. Examining multiple options will help you realize what you really want and what's most important to you!

4

Understand How to Collaborate with a Designer

Once you've had an initial virtual consultation and established a budget, a designer works to develop concepts and ideas to present in your design consultation. This can be performed virtually or in-person.

At your design consultation, the window fashion designer will guide you through fabric and hardware choices and bring hand samples along for you to visualize what options look best in your home. For a virtual consultation, samples can be viewed online or even mailed to you!



Get Ready for More Questions!

A true professional will have a trained eye for color, texture, and style, and they will ask you many more questions to help you make the best selections, such as:

- ✓ Do you want your new custom drapes to be decorative panels or fully-functioning draw draperies?
- ✓ How much fullness do you prefer, and what style of pleating?

These and many more are all questions that should be covered in the design process.

Expect Precision

Many custom window treatment clients are surprised to find that one of the most important skills a designer brings to the table is knowing how to take precise measurements.

For example, one of the most popular styles right now involves ceiling-mounted hardware where the draperies hang from ceiling to floor. This creates a clean, updated look, but they must fit precisely in order to look right.

In any installation, precision is a critical ingredient for a stunning final product, so watch closely to see that your windows are being measured with fastidious care.



Make Sure You Feel Clear on the Vision

You will have visual aids to help you during your design presentation. You'll see colors and fabrics and how everything interacts with your existing room, but it's still a process to make sure two people are on the same page about a design.

It's still ok for you to ask questions, and you should do so until you feel clear on the direction things are heading!

You should never feel pressured into choosing a certain kind of fabric or design.

And if you need more time to think or want to explore an option that wasn't placed on the table during your consultation, it's important that you speak up.

We've all seen television shows and movies where fashion designers seem overbearing and driven by ego, but that's not how it works here. **Your window fashion designer's job is to be a guide who helps you find your creative voice and express it!**

Many people feel uncomfortable when they feel unsure about the design, partially because they're not sure what to say. It's really as simple as saying, "I'm not sure I understand how this will look yet," or "I don't think we've found the right answer yet." Your designer will understand, and everyone wants to get things right the first time and avoid costly mistakes.



Have Fun!

This isn't just feel-good advice. Having fun is part of getting a great result. Your consultations with a designer should feel like you have a friend who happens to be an expert in their field.

Remember, we started out talking about dreams and inspiration and preserving the joy in the journey. **When you feel too much pressure, you end up making decisions that don't feel confident and settled.**

Part of that atmosphere needs to be fostered by your designer, and part of it requires you to lean into the fun side of design and trust that your designer has your back and will make sure your room looks stylish and impressive in the end.



5

Anticipate the “Hurry Up and Wait”

Your custom window treatment design process begins with a flurry of activity and excitement.

Then you place the order.

And you wait.

Sometimes the quiet feels unsettling after the initial excitement, but it’s just part of the process. Materials have to arrive, and local artisans have to go to work crafting your treatments and in some cases matching bedding and pillows.

You shouldn’t expect total radio silence. There should be occasional updates on how your project is progressing towards a final installation. **If you’re not receiving updates of any kind, or if a critical deadline passes without comment, you should certainly feel free to make an inquiry.**

Normally, you get to make a mental shift and enjoy one of the fine perks of a custom design process. While your designer and artisans stress over precision crafting, inspections, and other issues, you get to look forward to a new, inspiring space in your home.



6

Make Sure Mistakes Are Addressed

A quality designer will aim to anticipate any possible problem before fabrication and installation. However, unforeseen challenges may come up.

For example, the fabric can still be damaged en route by the carrier. Your design consultant should take charge to ensure that your material is replaced quickly and inspected again before the fabrication of your custom drapes begin.

Designers try to catch every possible issue before your installation day, but you might notice something they missed. It's ok to point it out!

Many custom window treatment clients have grown accustomed to retail or national chain environments where complaints feel discouraged, and the recourse for addressing mistakes seems limited. Sometimes in those environments, returns aren't possible, or worse yet, a problem concerning the product or installation keeps getting pushed down a long line of departments who look to pass blame and responsibility onto others.

In a custom project, your designer's job is to take care of the details for you and make sure things are done right the first time! Never hesitate to speak up if you have a concern.





We hope this resource gives you the confidence you need to move forward on your own custom window treatment design. With this understanding of the process, you're well on your way to avoiding costly mistakes and enjoying the guidance, expertise, and ease that a custom design provides.

We understand how overwhelming the design process can be, and there's nothing we enjoy more than helping clients discover new inspiration for their homes and transform their surroundings. When done right, the journey is joyful, and we've developed lovely friendships with many of our clients over the years.

I've been an expert in textiles & draperies for over 25 years, and our co-founder (and my husband!) Jens Wiegand grew up in a European family with a textile business and a deep appreciation for beautiful fabrics. Meanwhile, our local craftsmen and international suppliers share our commitment to precision, detail, and quality control.

Here's how we guide you to success:

- 1. DESIGN** • Together, we select the perfect fabric and window treatments.
- 2. CREATION** • We handcraft your treatments and install them for you.
- 3. INSPIRATION** • Enjoy living in a space you love and sharing it with others.

So, **schedule a consultation** or emailing me directly at designs@adrette.com. You can also call us at (503) 703-4692.

You can preserve the joy of the design process. You'll stay focused on inspiration and dreams while we make the best use of your time and take care of the headaches. In the end, you'll enjoy exceptional window fashions that add style and warmth to your home.



At your service,

Marlys Wiegand, *Window Fashion Designer*

Adrette Window Coverings

Kathi in Portland GOOGLE REVIEW ★★★★★

I so appreciated working with Marlys at Adrette. She's experienced with her products and extremely accurate with her measurements. She took care of all the details. Everything fit perfectly. There was one minor installation concern, and Marlys was right on top of it and made sure it was taken care of to my satisfaction! In fact, the end result was better than expected!

David and Connie in Portland GOOGLE REVIEW ★★★★★

What an amazing job Adrette did on our window covering order. Your skills are so incredible. My wife and I really had no clue what we wanted. Marlys guided us in the right direction. You were professional, very skilled, intuitive, and patient. We feel like you listened to us and then went beyond our expectations. Thank you! We are forever grateful.

You have updated our house and given us a vogue look. It is so different, all because of the new window fashions. It is like we are looking at pictures you see in magazines when we walk into these rooms now. You offer way more than window treatments. What an amazing company!

Kathy in Salem GOOGLE REVIEW ★★★★★

Marlys, my drapes are just perfect. After working with you on the measurements and all the questions and decisions that arose, I can honestly say that I would totally trust you to do another project sight unseen! I was so surprised to find another person who pays such close attention to detail and can anticipate areas that need special attention!



Be Inspired by Your Surroundings Every Day!

Choosing custom window treatments can be overwhelming. With Adrette's expert guidance, you will make confident decisions and enjoy a warm, inviting space that is transformed by beautiful drapes and shades.