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A NOTE FROM CYNTHIA

I've been thinking a lot about what I do...I mean, what I do for you. I've always said my work is custom. But is it really? I was doing some reading and research and had an "aha moment." I realized 'custom' is so overused. Businesses use it to describe everything. And you begin to get confused about what value you're really getting when someone tells you their work is custom.

Home Depot says they'll 'custom cut' their stockpile of vinyl roller shades to fit your window. Furniture stores will let you pick from a few fabric swatches to 'customize' your special order sofa. Even Starbucks will customize your coffee with cream or sugar. Custom, really? When it comes to custom window treatments, are they all created equal? Were you hoping for more but didn't know what to ask for?

Please read my feature article. Then think again: Is custom what I really want? Shouldn't I expect more?

Enjoy!

Cynthia

FEATURE ARTICLE – Custom or Couture: What Do You Dream Of?

Are you asking for custom and getting nothing more than off-the-rack assembly line with a little tweak? But weren't you really dreaming of more?

Is there really a difference between custom and truly custom?

I was reminded of this obvious difference in definition just this week. I finished installing a set of beautiful pinch pleated traversing sheers framed by blue stationary European pleated drapery panels on a stunning 2" decorative double rod. Each lined panel was meticulously hand sewn and had ample fullness to make a very generous stack.

My client came into the room as I finished dressing the last pleats and she gasped with delight, "Wow! These are gorgeous! Now THIS is custom! There's no comparison to our draperies from JCPenney in the front of the house. We'll need to replace those next." My client's great pleasure and complete satisfaction was worth all the time and effort I put into constructing her truly custom draperies.

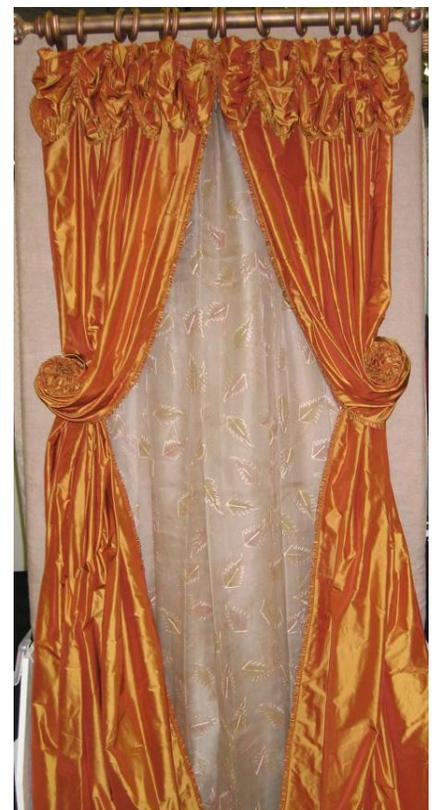
Consider this fabulous word: Couture. It is normally associated with highly stylish and fashionable clothing for women. Couture refers to the creation of exclusive custom fitted clothing, made to order for a specific customer, made from high quality fabric, sewn with extreme attention to detail by the most experienced and capable seamstresses, often using time-consuming, hand-executed techniques.

I thought about that and the many comments I've received over the years from my very happy clients..."my window treatment is truly a work of art"... "it's one of a kind"... "such exquisite detail!"... And there it was -- **I had given my clients not just custom, but couture window treatments.**

Couture IS 'truly custom' window fashions. That is what you get from me. Couture, in design and execution. Just ask my clients. Read their [testimonials](#) on my website. Each soft window treatment is created using old world construction techniques, tailor-made from high quality fabrics and exquisite trims, sewn with extreme attention to detail to suit your specific need, made to your exact specifications...so you will gasp with delight every time you see it.

The next time your girlfriend or neighbor says she's going to redecorate, ask her -- Are you sure you just want custom?

Raise the bar. Expect more. **Ask for couture, not custom.** Take your home to a new level. **The difference is luxurious.**



Example of Couture: Luscious lined and interlined silk panels, deep rouches header, gorgeous knotted tiebacks, and hand-crafted gilded hardware.

ABOUT CYNTHIA

For over 15 years, Cynthia has helped her clients create living spaces full of beauty, passion, and peace.

Her interior design business specializes in custom couture window treatments. With more than 30 years of sewing experience, Cynthia personally creates one-of-a-kind designs, featuring exquisite embellishments that make each custom window covering a work of art.

Give Cynthia a call for your next interior design project. From flooring to walls to furniture, she will show you how to surround yourself with things you love, with colors that energize, and with objects that inspire. ***Go ahead, wrap yourself in luxury.***

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