



The Artisan Writer

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Copy Deck

CLIENT: 3 Day Blinds

PROJECT: House and Home Magazine Editorial Copy Rev. 1

KEY CONTACTS: Dan W.; Cristin H.

DATE: August 12, 2014

COPY

Headline: **Elevate Your Style Sense**

Body Copy:

Your home's interior is often a reflection of your own sense of style. So, whether you're the classic-traditional type, eclectic, or a "modernista", you may be surprised at how easy and affordable it is to transform your home's décor with a variety of window fashions that exude your unique style, room by room. Of the various types of window treatments that are popular in today's homes, shades are what seem to be trending, and in particular, soft Roman shades. Long considered a window covering that offers a variety of looks, the unique versatility of soft Roman shades can impart a range of interior moods, including casual, eclectic, traditional, and modern-chic.

Subhead: **How to Take Your Shades to the Next Level**

Body Copy:

Perhaps you've heard the phrase, "it's the little things in home decorating that make a big difference". Once you've explored the versatility and simplistic styling advantages of adding roller shades or soft Roman shades, you really owe it to yourself and your décor to complement your new look with Drapery Panels. These affordable, subtle accents add a stylish, finished look to your shades, and often times help to make those understated transitions with your furnishings and other decorating touches. You'll be

impressed when you see the stylish enhancements that Drapery panels can make to your shutters or shades, and even more impressed by the compliments that come your way from friends and family.

Subhead: **What to Look For When Considering Shades and Panels**

Body Copy:

Since the popularity of shades has continued to climb in recent years, you'll find a sizable number of companies from which to choose from when sourcing everything from fabrics to styles. However, despite the broad range of manufactures, department stores, re-sellers, and retailers, not all companies offer the same high quality, selection, and above all, commitment to customer service. To ensure years of worry-free operation and enjoyment, it's to your advantage to consider a source that not only offers value, but a variety of custom shade styles and panels from which to choose from. Often times, your best bet is to work directly with the manufacturer, since they are in the unique position to offer factory-direct pricing, a greater selection of fabrics, and control commitments on ordering, manufacturing, and shipping.

Subhead: **Like We Said, "It's the Little Things".**

Body Copy:

Finally, when sourcing your shades, look for a retailer or manufacturer that not only offers value, but a host of other advantages, including a complimentary in-home design consultation, where much, if not all of what they can offer is brought to you in your home, saving you both time and the added frustration from driving around town or searching online. You'll also want to partner with a source that can offer complete customization for your shades and panels, a mission-critical feature when trying to tie several décor elements together seamlessly. Following these suggestions on transitioning to shades will make your home that much more inviting, and your shopping experience, more rewarding.