



# Dress up your windows with the warmth of wood



Sophisticated, in a not-so-simple black and white room. Custom wood blinds and chic hardware in ebony finish, layered with Levolor ready-made drapes, are an integral part of the look.

by **Jeremy Black**  
LEVOLOR WINDOW FASHIONS

Wood is good for you. It's especially good in a room interior, because it's warm, it's welcoming, it's natural, and it has a unique ability – it reminds us of times past while being completely up-to-date.

One place in your home that wood looks especially great is on your windows. There was a time when wood venetians were clumsy to look at, noisy to open and close, and not very good at protecting your privacy. But all that has changed with the present generation of Levolor custom wood blinds.

I talked recently with Mary Dobson, Levolor Window Fashions spokesperson in Canada who you may know from Citytv's CityLine. I asked her what is different, what has happened to make their wood blinds suddenly so popular.

"There are several reasons for the renewed appeal of wood. First of all, we are all so aware of the role of technology in our everyday lives, that we are longing for some homey warmth and comfort. Wood reminds us that we need to make room for

natural elements in our space. There is richness and substance in wood that has an eternal appeal. Another is the way Levolor has refined their custom wood blind collection, providing the range of styles, colours, sizes, materials and accessory hardware that a designer needs. Everything, to create exactly the right look in a particular room. And I also have to say that their top-of-line Premium Hardwood Blinds are just stunningly beautiful, way beyond any wood blind I have ever seen before."

I agree with Mary on that. The wood for the Premium Hardwood line has been lovingly selected to express the true natural beauty of grain, knots and burls. Slat widths as narrow as 1 inch, necessary for shallow window frames, are available, and so are the more usual 2 inch, plus 2 1/2 and giant 3 inch which has almost the look of an old-fashioned shutter, but a lot easier to open and close. I can visualize these beauties topped with a graceful cornice and framed by luxurious heavy silk drapes – all of which, incidentally, are offered by Levolor in many attractive styles, colours and finishes.

Mary was careful to point out the practical aspect of these new Levolor blinds. "You know, they are always looking for ways to improve their products. These small improvements make a noticeable difference to consumers. Features such as tightly closed slats that minimize light, while a selection of motorized, wand and cord controls lets you choose how you open, close, raise and lower the blind. They are so easy to live with."

Premium Hardwood is not for everyone, and Levolor also offers the look of wood in two other styles – nuwood, an advanced material with easy maintenance; and Faux Wood Visions, which replicates the grain and colouring of natural wood at a fraction of the cost.

Once you have selected the style, the finish, the colour and control options and other important details for your new window treatment, a Levolor retailer will do the rest: a custom installation, exactly the way you want it.

More information on Custom Wood Blinds is available online at [www.levolor.ca](http://www.levolor.ca).

- News Canada

## Advertising in the Right Place at the Right Time

**YOUR KEY TO HOME OWNERSHIP**

WEEKLY EDITORIAL FEATURE, EVERY TUESDAY-BEST HOMES SECTION

Timing is everything, so take advantage of the hot spring housing market in Milton and put your business in the spotlight. Tempt customers by advertising your own unique services alongside editorial features related to selling, buying & moving to a new home, which readers will love. Plus, there's more in store for the Spring to get sales pumping. Take a peek ...

- Home Selling Tricks of the Trade
- Home Improvements Can Help Sell Your Home
- 10 Projects with Payback
- Readying a Home for Sale
- Ask the Deckspert, What's going to be hot this year for decks and other outdoor spaces.
- Driveways Need Fixing, Too

To reserve your ad space next to one of these timely topics, contact Diane Wolstenhome at the Canadian Champion.  
905-878-2341 ext 212.  
[dianew@miltoncanadianchampion.com](mailto:dianew@miltoncanadianchampion.com)

## What's hot in the home?

by **Mary Dobson**,  
LEVOLOR WINDOW FASHIONS

What's popular one year becomes old hat next year. In fashion, in movies, in food, in music and, of course, in home decor. As a decorator and home economist and frequent guest on Citytv's CityLine, I need to keep up to date with the trends. It's a part of my job that I really enjoy, because I love the excitement of what is new and I love turning people on to what is fresh and new in the marketplace.

The big story is that, at last, after years of being a minority issue, environmental awareness has moved into the mainstream. It shows in our choice of colours and in our choice of materials.

### Eco Chic

Colours are gentle and forgiving, the palest white, the palest lemon, the most brilliant chaireuse. Materials are close to nature – raw wood in all its glory, stone, mother of pearl, hand crafted textiles. Colours and materials unite in patterns that replicate botanical forms, artwork recreates the natural world. In window fashions look for fabrics created from grasses, reeds and bamboo. I think of a simple roller shade that filters light through homespun yarns.

Another change is that people now stay home for many of the experiences they used to go out for. Movie night happens in home theatres. Big screens, access to media over satellite and internet connections, means that home is more important than ever. This importance is expressed in Classic Creations, a look that has always been in style, a look built around the idea of heirloom furniture, and lush fabrics.

Colours are nostalgic – burgundy, plum, jade,



gold and spice. The star fabrics are Dupioni silks, and in the windows are Roman shades, in the traditional luxurious style. Levolor has introduced a wide range of exclusive fabrics, not just for Romans but also for roller shades.

### Metro Mod

Lastly, another home-centred trend, but one for people living a full life in a small space. This year, in North America, there will for the first time more single-person households that traditional family units. Even if you don't live in an urban loft, you'll live as if you did, in Metro Mod style. It's a look that doesn't need a lot of money to put together, though some may splurge on upscale appliances and chic designer furniture.

Colours are warmer and vegetal in tone from last year's urban style; mauve, turquoise, pumpkin and bronze. Dark undertones create a dusty look. Selections include cellular shades, faux and real woods, Paneltrac and others in new colours, styles and sizes with control options.

You can get a closer look online at [www.levolor.ca](http://www.levolor.ca).

- News Canada