WINDOW FASHION

WF-VISION.COM

WHAT WE'RE LOVING NOW ...



Joann Kandrac & Kelly Kole (Sneaky Peek)

Last May we attended Blogfest 2012-what a blast! We got a behind the scenes tour of the Kravet/ Lee Jofa/Brunschwig and Fils operations: Hanging on the wall was a huge swatch of Jonathan Adler's

upcoming fabric Ringleader Confetti. We weren't allowed to take photos of it or blog about it at the time, but his new collection for Kravet is now out-modern, bold, bright and we love it!



Anne (Big Love)

I'm loving big, bold patterns—in high contrast saturated colors or soft muted tones. Whether chevron, ikat, quatrefoil, trellis or stripes, these patterns make our eye travel through the room, adding structure and infusing energy into the

space—and who doesn't need a shot of energy?



Toni (At Your Service) I'm just old enough to re-

member what real service is and should be and my clients are overjoyed to receive it from me. Pricing has become very competitive, products/goods can be purchased at very deep discounts and it has

become increasingly difficult for designers to compete in that area. But service is a valuable commodity, it is priceless: Once a client experiences being truly served, they never forget it. I have always had the heart of a "servant" and now it seems that it is what distinguishes me from the others.



Pamela (Wow Factors) l'am passionate about creating any look my client requests that fits their personal taste and lifestyle. Anything from a casually elegant interior that is cozy and comfy yet beautiful to a contemporary farmhouse

with reclaimed wood, stone,

leathers and other natural products. I'm loving the interesting mix of old with new. Best of all, I'm most thrilled by making the process fun and exciting while simultaneously wowing my clients.

WINDOW FASHION VISION MAGAZINE

President & CEO • Grace McNamara • grace@wf-vision.com Vice President/Circulation Director • Peggy Yung • peggy@wf-vision.com Editorial Director • Susan Schultz • susan@wf-vision.com Managing Editor • Nichole Day Diggins • daydiggins@charter.net WFCP Director & Trend Specialist • Deb Barrett • deb@wf-vision.com Office Manager • Rhianna Huizenga • rhianna@wf-vision.com Business Manager • Gabriela De Rocher • gaby@wf-vision.com

SALES

Advertising & Trade Show Director • Shannon Leclair • shannonl@wf-vision.com Publisher's Representative • Kerri Caldwell • kcaldwell@kasnicmedia.com

IN THIS ISSUE

Contributing Writers: Maria Bayer, Gail Doby, Joann Kandrac, Kelly KoleAnne Lubner

Contributing Designers: Toni Berry, Jean-Louise Denoit, François-Joseph Graf, Marisol Hernandez, Pamela, Kofsky, Rose Anne de Pampelonne

2012 EDITORIAL ADVISORY BOARD

Donna Elle, Donna Elle Seaside Living John Fitzgerald, Comfortex Neil Gordon, Decorating with Fabric Joyce Holt Susette Kubiak, Drapery Connection Rory McNeil, TechStyles Window Covering Products Inc. Tom Perkowitz, B&W Window Fashions Inc. Jane Shea, Blinds Unlimited

CIRCULATION

NCS Fulfillment Services • 877/344-7406 • WindowFashionVision@magcs.com





We're on Facebook twice! facebook.com/wfvisionmagazine and facebook.com/vision.iwce



Keep up with all the IWCE: VISION '13 New Orleans tweets @IWCEVISION



Check out our Pinterest Boards Follow us and re-pin pinterest.com/wfvision/

Window Fashion Vision magazine makes every attempt to credit each person involved in the process of creating a window covering and will not be responsible for crediting any person whose name, company or participation did not surface during the informationgathering process. Crediting disputes between parties other than Vision magazine are solved at the discretion of those involved.

Window Fashion Vision® (ISSN 0999-7777; USPS 708930) is published six times a year, by AIM Communications LLC, 4756 Banning Ave., Suite # 206, White Bear Lake, MN 55110; NEW NUMBERS: Tel 651/330-0574; Fax 651/756-8141. Visit our website at www.wf-vision. com. Periodicals class postage paid at St. Paul, MN and additional offices. Postmaster: send address changes and subscription correspondence with mailing label to Window Fashion Vision, 4756 Banning Ave., Suite # 206, White Bear Lake, MN 55110. Allow 60 days for address change. Subscription rates: \$22/yr. U.S. and possessions; \$29/yr. Canada; \$90/ yr. Foreign (includes airmail postage). Single copies/back issues \$6 each, except for special issues, which are individually priced. (Payment must accompany order.) Copyright ©2010 by AIM Communications LLC. Reproduction in whole or in part without written permission prohibited, Canadian Publications Agreement Number: #40036514, Canadian Return Address: Station A. PO Box 54. Windsor, ONT N9A 6J5

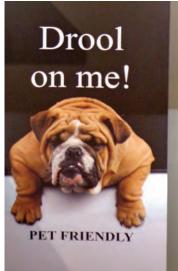
High Point October 2012 Market

Fan Favorites From the Fall Show

by Kelly Kole and Joann Kandrac

We at Kandrac & Kole Interior Designs are regular visitors to the Fall High Point Market. We've got quite a system in place on where we want to go, what reps to visit, who has the best lunch and other important details. ¶ But every year what gets us the most jazzed is finding something new and exciting—an entrepreneur with an innovative product or a company we've used for years that has sprung to life with new marketing and ideas. **V**







HELSER BROTHERS

We are big fans of Helser Brothers hardware and of our Facebook friend Jackie Von Tobel so we had to make our way over to the Minutes Matter booth to visit Jackie and celebrate her hardware line debut. For our clients we design a lot of custom window treatments and are always looking for that unique detail that will set our designs apart. We loved her entire line!

ELAINE SMITH

Talk about clever marketing! As the owner of two dogs and two cats, Elaine Smith's "Drool on Me" banner hit home! The pillows are stain, mildew, fade and drool resistant! The quality was exceptional and the color groupings were gorgeous.

EASTERN ACCENTS

Eastern Accents has long been our go-to resource in the designer-ready-made-but-really-custom-looking bedding department. This year, their "Made in Chicago" marketing campaign was really well done and emphasized their custom design and fabrication talent as well as their crisp, colorful fabrics and patterns.



LOUISE GASKILL

We found Louise Gaskill in Interhall and her one-of-a kind chandeliers stopped us dead in our tracks. Her lighting is hand made and incorporates amazing glass and unique vintage components along with handapplied gilt finishes.









PALU

We stumbled on Palu in the IHFC building. Their beds really caught our attention. Cottage? Traditional? Clean lines? Sophisticated?—Yes to all of the above! And I must have their Avocet nesting baskets with rope and leather. This version is long enough to put at the end of a twin bed.

CLOSER LOOK



Kandrac & Kole Interior Designs Kandrac-Kole.com

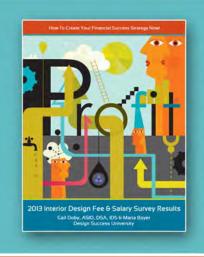
blog.kandrac-kole.com

Facebook.com/kandracandkole

Twitter.com/#!/KandracKole

Pinterest.com/jkandrac/

How To Create Your Financial Success Strategy ...



Download your complimentary copy of the 2012 Interior Design Fee and Salary Survey book. You will receive the 2013 book on January 8, 2013, and you will also receive Design Success University's complimentary weekly New IDEAS newsletter full of ideas to grow your business and inspiration to keep

Download Now! www.InteriorDesignFees.com