

Design Studio™ Roman Shades



HunterDouglas 



Custom Redefined™

SIMPLIFIED SELLING

- Step-by-step ordering process
- Easy to understand
- Easy to sell
- Easy to order

TRANSITIONAL FABRIC LINE

Edited collection of timeless fabrics.

DISTINCTIVE MERCHANDISING

Inspiring sampling that engages customers and expresses the simplicity of Design Studio™ Roman Shades.

SUPERIOR SEWING FABRICATION

Shades are crafted in our state-of-the-art facility, using proprietary equipment and consistent manufacturing processes.

DELIVERY

Quick. Reliable. Consistent.

LIFETIME GUARANTEE

Backed by the Hunter Douglas brand name.



Opportunity

ATTRACT NEW CUSTOMERS

Be a complete window covering resource, offering both hard and soft window fashions from Hunter Douglas.

SAVE TIME

Close sales quickly with a streamlined selection and simplified selling process.

INCREASE PROFITS

Value-added options create incremental sales opportunities.



Timeless Fabrics

TRANSITIONAL COLLECTION

Sophisticated textures, patterns, stripes, solids and sheers in a full color range.

RICH ASSORTMENT

Finest blends of cottons, linens, silks and synthetic fibers from around the world.

LINING

Light filtering and room darkening—each in 3 colors with no surcharge.

MEMO SAMPLES

- Fabric, lining, tape and trim swatches available.
- Order form on my.hunterdouglas.com.



Shade Styles

EDITED SELECTION

Best-selling styles that represent the highest sales potential.

BATTEN FRONT

Tunnels on the front of the shade provide clean dimensional lines.

BATTEN BACK

Tunnels on the back of the shade create a soft, tailored look.

HOBBLE

Soft fabric folds cascade from top to bottom.

FLAT

Classic style with no horizontal seams.

Operating Systems

ULTRAGLIDE® OPERATING SYSTEM

Retractable cord with intuitive click-and-walk-away operation.

POWerview® MOTORIZATION

The next generation of technology available from Hunter Douglas, PowerView Motorization enables intelligent operation of Design Studio™ Roman Shades.

EASYRISE™ OPERATING SYSTEM

Continuous cord loop lifts large or heavy shades easily.

CORDLOCK

Unique straight-pull operation with minimal mounting depth.

DESIGNED WITH SAFETY IN MIND

Innovative cording system reduces access to rear cords and minimizes the risk of large loops forming.





Quality Craftsmanship

SEAMLESS SHADES

- Most shades can be made up to 96" wide with no vertical seams.
- A select group of fabrics are not available in wide width and have seams.

SIDE HEMS

Double-turned and blind-stitched—virtually invisible!

BOTTOM HEMS

Double-turned and weighted.

TUNNELS

Consistently spaced and tacked at the ends.

BATTENS

Provide structure and support.

CLEAR RINGS

Coordinate with all lining colors and sheer fabrics.



DESIGN STUDIO™ ROMAN SHADES

Optional Valances

EDITED SELECTION

Best-selling styles—Flat, Corner Kick Pleat, Box Pleat and Corner Mount.

INCREASE PROFITABILITY

Coordinating valances over Roman shades present incremental sales opportunities.

COMPLEMENT OTHER HUNTER DOUGLAS PRODUCTS

Add a layer of style and sophistication to any Hunter Douglas window fashion.

BRIGHT IDEAS

Design Studio™ valances add height, softness or a pop of color.

CUSTOM QUALITY CRAFTSMANSHIP

Made to the same exacting standards as Design Studio Roman Shades.





Decorative Tapes and Trims

FINISHING TOUCH

Create a truly custom look by adding decorative tapes and trims to shades and valances.

DECORATIVE TAPES

6 distinctive styles coordinate with Design Studio™ fabrics.

DECORATIVE TRIMS

3 exclusive styles.

TAPE/TRIM PLACEMENT

- Standard and frame placement.
- Custom placement not available.

Simplified Pricing

EASY TO PRICE

- All-inclusive pricing in just 8 grids.
- Order like other Hunter Douglas products.

SAVE TIME

Eliminate fabric yardage calculations and wasteful ordering typical with custom workrooms.

SHADE STYLES

- Batten Front, Batten Back and Flat styles priced the same.
- Hobble slightly higher.
- All styles on the same grid.

OPERATING SYSTEMS

- UltraGlide®, EasyRise™ and Cordlock systems all priced the same—no surcharge.
- PowerView® Motorization: flat surcharge.

LINING

Light-filtering and room-darkening lining included—no surcharge.

VALANCES

- Priced in grid format.
- All styles on the same grid.



Competitive Advantages

- Simplicity
- Sophisticated wide-width fabrics
- Best-selling shade and valance styles
- Proprietary operating systems
- Custom quality craftsmanship
- Quick delivery
- Hunter Douglas brand name
- Lifetime Guarantee