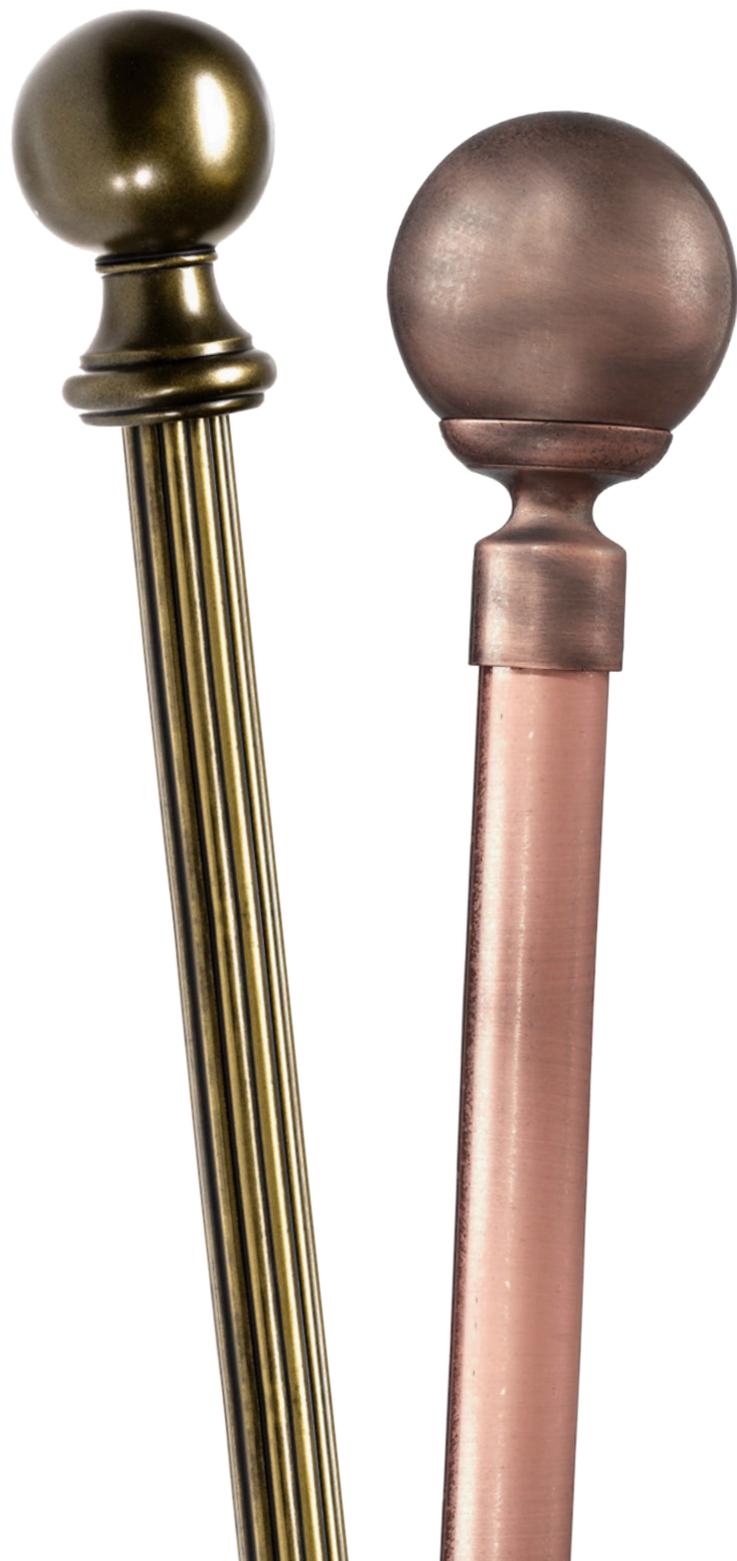


# Looking UP

For those who love drapery hardware, any custom window treatment looks unfinished without a beautifully executed rod, elegant finials or sculptural rings. The thousands of options available—in terms of materials, finishes and sizes—may seem overwhelming, but, as with choosing the right fabric, it's a matter of understanding what finished look and purpose the window treatment adds to the room. Does rustic wrought iron pick up on the Mediterranean accents in the bedroom? Is sleek stainless steel with minimal end caps best for the media room? How about deeply carved finials with fluted rods in rich walnut for the library?

Don't overlook this rich source of design detail and potential profit, as there are sizes, shapes and styles available to suit any custom design you can dream up—and if there isn't, many vendors are happy to create a look exclusively for you.

We asked some industry leaders to share with us what they expect to see in decorative drapery hardware for 2017.





An assortment of rods with ball finials in various finishes from left: Trend, Horizons Window Fashions, Ona Drapery Hardware Co., Inc., Helser Brothers, Inc. and Horizons again.

## WHAT DO YOU SEE AS TRENDS FOR DECORATIVE HARDWARE IN 2017?



**ELIZABETH SALAS**  
HELSEBROTHERS, INC.

We believe 2017 will continue the trend toward the sleek contemporary style that has been growing over the last several years and amid all the “shiny” metallic finishes we anticipate an emphasis on gold. The clean style of the French pole will continue to gain momentum in 2017 and look for a resurgence of Ripplefold looks in residential draperies. We also anticipate more movement in outdoor decorative hardware. The fashion forward options in outdoor textiles along with consumer desire to expand their living space will

help support this trend. The growing urban living and restoration market will help develop the interest in a more industrial look for decorative hardware.

*Rings, rod, finial and bracket from Helser Brothers new Iconic Industrial line.*



**KARL S. KEISHOLD**  
ONA DRAPERY HARDWARE CO., INC.

We anticipate a continued demand for contemporary finials and finishes such as our super premium polished chrome, nickel plated finishes as well as our unlacquered “Living Finishes” in Polished/Matte Brass and Copper. Our French rods remain popular in all diameters but we’ve noticed that in round rods both our smallest 1/2” di-

ameter and our largest 1-5/8” diameter sizes are being specified more often.

*Ona’s line of French rods is offered in 53 finishes and four different diameters, along with three options for the base plate. Shown here is the 1” round with the deco base in polished chrome.*



**TOM PERKOWITZ**  
HORIZONS WINDOW FASHIONS

For Horizons, 2017 is going to be a back-to-basics year. We are currently putting the finishing touches on new collections in both woods and metals. After years of decorative hardware featuring more and more elaborate finials, the trend lately has been a return to simple, traditional looks.

*At Horizons the simple round ball finial is once again its best selling design.*



## CARLOS G. CONTRERAS XENTRIC CUSTOM DRAPERY HARDWARE

In 2017, we are definitely anticipating an even more contemporary/modern trend. The key is uniqueness, with a move towards more elegant details and silhouettes such as slimmer, sleeker and minimalist designs for rods, finials and even ring styles. Finishes will continue to vary from plated tones to handmade modern finishes for a truly customized look.

*Mixed metals and modern shapes are part of Xentric's 2017 collection.*



## STEVE WRIGHT FOREST DRAPERY HARDWARE

Look for extruded aluminum to be the primary material used in decorative hardware in 2017. This is the material of choice for traversing rods which are trending up, particularly in black. Satin nickel and chrome will also continue to be popular finish choices. Pole diameters of 28-30mm with more understated finials are most desirable as residential and commercial designers are leaning toward more contemporary styles.

*The Forest product line includes several traversing options from basic tracks to round and square rails to decorative metal—all available in the most popular finishes.*



## REBECCA POHLENZ TREND & FABRICUT HARDWARE

We are seeing a general trend toward a more minimal look, with smaller diameter poles. There is still a need out there for a larger diameter pole for those consumers with unusually tall windows, but the trend has been going smaller. Finial choices have also been going more minimal, seeing more balls and end caps being specified. In terms of materials, metal, especially the mixing of metal and wood, and other materials, has been growing in popularity. This is in keeping with the

trend toward metals that have flexibility in their use with rooms that have a warm or cool color palette. We are also seeing a trend toward consumers wanting more functionality with their draperies, so traversing is continuing to grow in importance. Ripplefold is another important trend, so we now offer Ripplefold style traversing hardware.

*Small diameter rods and poles, decorative traversing poles and simpler finial styles are all part of the offerings from Fabricut's Modern Fusion/Surfaces collection.*



## WHAT'S IMPORTANT TO KEEP IN MIND WHEN SELLING DECORATIVE HARDWARE?

### STEVE WRIGHT

#### FOREST DRAPERY HARDWARE

Designers and retailers of drapery hardware need to be aware of three things when offering a product to their customers: 1) Knowledge of a product's functionality is crucial in order to match the correct hardware option to the needs of the customer. For example, knowing which poles have a traversing option and what type of carriers are available.

2) Knowledge of available finishes for each product will allow the designer/retailer to keep their customers directed toward products that will meet function and color requirements without disappointment.

3) Knowledge of the weight capacity of drapery hardware products is crucial to avoid problems during installation and afterward during use by the customer. If designers and retailers are armed with information in these three areas - functionality, finish and weight capacity, they will soon be on their way to a very satisfied customer.

### KARL S. KEISHOLD

#### ONA DRAPERY HARDWARE CO., INC.

Many products look similar, but may vary dramatically in function and strength, but if the designer lets us know the span of the rod, the length and fabric make-up of the panels (weight), and the draw, it will help us to recommend the best hardware solution for the job. There is nothing worse for the designer and/or end customer than having to re-work hardware because it is not sufficient for the anticipated use. The old adage of quality lasting long after the price has been forgotten certainly rings true when it comes to custom drapery hardware.

### ELIZABETH SALAS

#### HELSEBROTHERS, INC.

Size does matter. When specifying decorative drapery hardware, look for heavy-walled rods that will support the weight of your custom draperies. Carry hand samples of high quality custom decorative hardware and standard hardware and put the examples in the hands of your end user to let them feel the difference

The possibility of custom crafting decorative hardware to accommodate any type of window means window covering professionals can design products with optimal function in mind.

Consumers are truly looking for value, not price. Although consumer buying habits may have changed through the years, market segments remain the same. Know your market and adapt your package to include optimal value that reaches the end users unique needs. Something as simple as selling the value of motorization to someone whose time is extremely vital. Pushing one button rather than having to walk from window to window to open treatments can make the investment in motorization invaluable to that end user.

## REBECCA POHLENZ TREND & FABRICUT HARDWARE

1) Functionality: Does the consumer have draperies that need to open and close on a daily basis or are the draperies mostly decorative? This will tell them whether or not they need functioning drapery hardware such as traversing poles and carriers, or passing rings and brackets.

2) Diameter of the pole: Does the consumer have tall windows or heavy draperies that are going to need a wider diameter pole to support the weight of the drapes?

3) Style: What is the overall style of the room and the draperies? A more modern or contemporary room will likely call for a slimmer profile of pole while a more traditional room may need a larger diameter pole. Also a modern or contemporary room may want to use a Ripplefold drapery treatment and hardware.

In order to close a hardware sale, a designer or retailer will need to have the dimensions of the window and measurements from the ceiling and any walls that could impact the placement of the hardware. They are also going to need to know the style of the draperies (pinch pleat style or Ripplefold, for example.) We also recommend that any functional hardware be sent to the drapery workroom prior to drapery manufacturing to ensure proper installation of both the draperies and the hardware.

## CARLOS G. CONTRERAS XENTRIC CUSTOM DRAPERY HARDWARE

Timing is a key factor when ordering custom drapery hardware, so working with a company that has efficient turnaround is essential. Being able to customize drapery hardware to your own design vision or needs is often the key to close the deal.

## TOM PERKOWITZ HORIZONS WINDOW FASHIONS

I've always said that decorative hardware is the jewelry for your window—that finishing touch that completes the look. With that in mind, I would advise someone who does not regularly offer decorative hardware to start showing it today. It won't be the biggest selling line that you carry, but it will add to your reputation for creating a finished look for the window.

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*From the editor: When we sent our request for hardware trends and info, we received this surprise bonus from Tom Perkowitz and had to share.*

As you may be aware, my family—most recently as Horizons Window Fashions—has been in the window fashions industry for a long time. It began with my grandfather Joseph and his brother Paul starting the first Perkowitz shop in 1891 selling, among other things, traditional roller shades. So when you asked about decorative hardware, it rang a bell. I recently visited the local history room of the Evanston Illinois Library and found an ad for the family business from 1912. The relevant point here is that they are specifically mentioning curtain poles in the ad. So I can honestly say that my family has been selling decorative hardware for windows for over 100 years!

