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Window Treatment Store Fills a Void As Customers Flock to NY Location

By Rosamaria Mancini

NEW YORK—In just the few weeks that Metropolitan Window Fashions has been operating in New York, the retail window treatment store has already seen significant sales to match the steady flow of foot traffic in and out of the store.

Bruce Heyman, president of Metropolitan Window Fashions' parent company Fabricland Interiors, said he didn't expect the store here to take off this quickly.

"We had expectations, but now we have

more than met them," said Heyman of the store that opened in early September. He believes the influx of business in his store has to do with the lack of professional curtain window specialists in the marketplace.



Bruce Heyman,
Metropolitan Window
Fashions: "This is very
much a service business."

"The bigger stores can't do it because they are not specialized in it and they are not known for service—and this is very much a service business—but that's where we come in," Heyman said.

The 700-square-foot retail window treatment store, which is a spin-off of two well-established New Jersey stores—Fabricland Interiors and Nassau

Window Fashions—is located at 469 Amsterdam Ave. and offers custom and ready-made window fashions.

The lengthy list of brands in the store includes Hunter Douglas, Waverly and S. Lichtenberg & Co.

In addition, customers can browse through the thousands of decorative fabric samples on the company's Web site and create their own window treatments.

The other big hit since the store's opening, Heyman said, was the "Shop at Home" service, in which window treatment experts go directly to a client's home for a free, no-obligation consultation.

"We have something for everyone's budget," said Heyman, who noted that he has valances that range from \$6 to \$150. ■