



Stylish Solutions for Every Room

The world of window coverings has undergone dramatic change. "The technological advances and an abundance of beautiful styles have elevated the treatment of windows to an art," says Bruce Heyman, third-generation owner of Metropolitan Window Fashions, a 73-year-old family business that is the tri-state's largest retailer of custom and ready-made window treatments with stores in North Plainfield, Paramus, and New York City. "The key to creating a great look is versatility." Today, it's not unusual to combine a "soft" treatment such as drapery, swag valance, or window scarf with a "hard" shade, blind, or shutter. In some cases each can stand alone, but in most designs the combinations of both treatments enrich the look and create more interest.

At Metropolitan Window Fashions, shoppers can achieve almost any look, from custom-made to ready-made to do-it-yourself. (The North Plainfield store at Fabricland stocks one of the largest selections in the state of discounted first-quality fabrics by the yard). With a staff of 11 shop-at-home decorating professionals, the stores offer free in-home consultations that provide customers with many options.

Heyman feels it's best for his customers to visit the stores first to get a sense of what they want in fabrics, styles, colors, textures, and window hardware. "Then they're better able to prioritize their needs and determine where to spend their money," he says. "But if you don't have time, just call us and we will come directly to you!" Once the customer and decorator reach a budget and establish a plan, the magic begins with measuring, designing, fabricating, and installing the finished product.

Metropolitan Window Fashion's staff members are certified window treatment consultants with extensive education and training in every phase of the business and are equipped to handle every type of window design need. "Great service is our mission, and we train our staff to forge close bonds with the customers they serve," Heyman says.

In the custom-decorating department, the stores house the Hunter Douglas Window Fashions Gallery, which displays a full range of products, including motorized Silhouette and Luminette shades, blinds, and shutters. Also available are the newest energy-saving shade designs from Eco Smart, Kirtz hardwood shutters, window films from Madico, and a new line of luxurious silk draperies, Tajmina, available in more than 20 colors.

"An amazing number of customers have been shopping in our stores for more than 30 years," Heyman says. "They even bring their grown children who are buying their first homes. I call it the mother/daughter demographic," Heyman says. This reflects the company's business philosophy of top service. "If people are treated right by a friendly, knowledgeable decorator, they will return generation after generation." For 73 years, generations have had the opportunity to look elsewhere, but they keep coming back.

— by Cathy Guterman

METROPOLITAN WINDOW FASHIONS

OPPOSITE: The decorators at Metropolitan Window Fashions are seeing a return to more formal attire in the home. There appears to be a genuine desire to decorate one area of the home — perhaps the living room or dining room — in a very special and beautiful way. One example: a layered look with formal swags and cascades teamed with sheer shadings or draperies embellished with rich fringe and trims in a range of exquisite silk, damask, and brocade fabrics.

LEFT: Metropolitan Window Fashions stores display more than 800 styles of custom and ready-made draperies, curtains, valances, balloon shades, roman shades, window scarves, swag and jabot treatments — often coordinated with a shade or blind underneath.

Photos by Bruce R. Nelson

Metropolitan Window Fashions

At Fabricland
855 Route 22
North Plainfield, NJ
908-755-4700
9:30 a.m. to 9 p.m. Monday to
Friday, 9:30 a.m. to 6 p.m. Saturday,
11 a.m. to 5 p.m. Sunday

Formerly Nassaus
770 Route 17 North
Paramus, NJ
201-689-6030
10 a.m. to 9 p.m. Monday to Friday,
10 a.m. to 6 p.m. Saturday,
closed Sunday

469 Amsterdam Avenue between
82nd and 83rd Streets
New York, NY
212-501-8282
10:30 a.m. to 7 p.m. Monday to
Friday, 10:30 a.m. to 6 p.m.
Saturday, closed Sunday

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