

Tittle Tassel

Showroom/Workroom & Head Office:
14 Kembla Way, WILLETTON WA 6155

Ph: 9457 5522

sales@innovationwa.com

www.innovationwa.com

From the boss's desk

I think whoever invented 2 minute Noodles has a lot to answer for!

It seems to me it has made a whole generation (or three) unable to wait to do anything properly and thoroughly. Take TV reality Decorating Shows – don't you just love them? So many great ideas, colour schemes, amazing kitchens, expensive Art work, HUGE amounts of money, and a posse of good looking tradies seemingly available at the drop of a hat any time of the day and/or night! Then of course the mandatory back stabbing, in fighting and general bitchiness amongst a group of people that couldn't possibly have been selected for their decorating prowess. The current bunch being a case in point.

Then there is the chaos caused by the tiler and the painter on site together, the electrician trying to work round the wallpaper hanger, the cabinet maker and the flooring guys at loggerheads and the furniture removalists trying to fit furniture where it obviously won't fit.

And we did all this in SEVEN days! I don't think so! The bottom line (in my book) is that Reality shows are really not real! Really? Yes, really. The truth is if you are building, renovating, extending or just decorating the longer lead time you can allocate to your project the better. Anything to give yourself time to find the best solutions and, most importantly, the best people to do the work needed and furnish you with the best advice and options. To do this both you and your trades need to have time together. And because you are not tied into specific suppliers (as none of them are sponsoring your renovation) you need time to shop around for the best products. By all means save your legs by doing plenty of online homework but nothing beats face to face with the people whose services you are going to use and once you start searching it is amazing what is actually available right here in W.A

And back to the TV, .OK it's only a show and it is primarily for entertainment but if it becomes a role model is it any wonder people out there think this is the way things are done? And don't even get me started about the window treatments.....

MEMO TO ARCHITECTS, BUILDERS AND DESIGNERS



Do think it would be possibly for you all to afford us in the Window treatment game a bit more respect? There are a lot of us who have been in it for a very long time and collectively we have a huge amount of knowledge and skills both in the manufacture and the installation of window treatments.

Could we have a bit more thought and possibly even input into window sizes shapes and designs? All most of us want to do is the best possible job for our collective clients and some of the window shapes and sizes we are faced with these days often make it difficult to give the client what they need practically but, importantly, also what they will love!

Here at Innovation we are always willing to run our eyes over your plans at the beginning to save time, money and heartache at the end. We will happily liaise with your builder/designer and go through the options, you never know, they could be surprised at how smart some of us actually are!



TOUGH TIMES

Most people would acknowledge that generally trade has been pretty tough lately. Just look to the media to see drastic price reductions on almost anything you want to buy and the nightly news will remind you how many businesses large and small are either struggling or going out of business altogether, a very sad state of affairs.

I was so glad we quit Subiaco when we did, would you believe over two years ago, the rents, taxes, insurances, wages etc. etc. made life very difficult plus the ongoing Subi problem of parking, or rather lack of it. We have trimmed our overheads considerably with the move and have been able to keep our prices steady and in some cases reduce some prices to our clients. Unfortunately there are those in all industries who have been unable to do this and are saddled with very high overheads, this often leads to the temptation to get work at any cost including very unrealistic price reductions that are not sustainable without cutting down on quality.

Now we all know that you get what you pay for but how do you know what you should be getting? If you would like to see what is involved in making top quality curtains you are welcome at any time to call in and visit our workroom, just give me a call.

Some ladies certainly had their eyes opened a few weeks ago when they attended our workshop on window treatments that included a quick visit to the workroom.

We have heard and seen lately some totally unacceptable (to our way of working) issues that you should be aware of.

Several companies are having there curtains made overseas and in the examples we have seen and how they are delivered the quality is not good. The lead time is always long and even longer if something is not right and has to be fixed. Cutting down on the fullness of curtains to reduce the price doesn't always result in an acceptable finished product, single pleats in a curtain that means it is almost flat is not a good look and the curtain just doesn't sit or hang right. Always suggesting the cheapest fabric first off to clients instead of offering a full range and giving the client the opportunity to make a selection based on what works for her rather than assuming they only want cheap throughout the whole house.

Whatever you are buying in tough times you can certainly get some bargains but be aware there may be the temptation by the supplier to cut corners and prices simply to get your work and that certainly doesn't ever end up with the best result for you. Trust me I know about this at first hand and have a dodgy patio to prove it!

'Buyer beware' in these difficult times has taken on a whole new meaning.

On a lighter note

Did you hear about the guy struggling down the street trying to move a large wardrobe when one of his friends said to him 'Why don't you get your mate Fred to give you a hand?' to which the first guy replied 'He is helping, he's in the wardrobe carrying the clothes'!

It came to me as an Irish joke but in the interests of racial harmony.....does it work as well do you think?



Checking the hem size



Putting it all together



Meticulous pattern matching



The finished product

What's New...

There is not much that is totally gob smackingly new but there are some beautiful fabrics coming into the showroom almost weekly. The sheers story keeps gathering momentum and there are now a few much longer fabrics for those really tall windows being installed in new homes. Lots of gorgeous prints in really strong colours are everywhere, call in and see the new Design Archives range put together by the daughter of Derek Crowson the recently retired owner of the original Crowson fabrics. She has searched the archives, recoloured and tweaked and come up with a lovely selection of fabrics including a stunning printed velvet.
www.thedesignarchives.com

Motorisation of both blinds and curtains is more popular than ever, again proving a great solution on some of the biggest windows we have ever seen. It is now pretty cost effective and if you are building we are happy to meet with the builder/electrician on site to discuss the job and get all the cables in early in the project to save time and money later.



Some notes for your diary...

SPRING CLEARANCE –

Large fabric remnants \$15.00 each. – \$50.00 for 4.
Silk remnants and on the roll from \$10.00 per metre.
Few ready made curtains from \$50.00.
Curtain tiebacks from \$5.00 per pair.
Assorted odds and sods (top quality) at silly prices.
Tuesday 12th September to Saturday 16th Sept 9am-4pm
at 14 Kembla Way. Willetton 9457 5522.

WORKSHOPS –

Using and understanding colour

Giving your alfresco/outdoor area a new look with a furniture recover, great accessories and decorative ideas. Includes some demonstrations of upholstery and cushion making.
14 Kembla Way Willetton Cost \$15.00
Includes light refreshments and a door prize
Thursday 7th September 6pm-8.30pm

What's New To Cover My Windows

All that's new in fabrics, blinds, tracks and motorisation and the benefits. Let's fight those ever climbing power bills and add value to your home financially and aesthetically. Tips on getting the best value when you shop for window treatments and traps to avoid.
14 Kembla Way Willetton Cost \$10.00
Includes light refreshments and a door prize.
Tuesday 26th September 6pm-8pm

Call 94575522 to book your place



Let's Paint!

Did you miss our last workshops? Then you didn't meet the lovely ladies from Painted Earth who gave a fascinating presentation using their gorgeous paints. Well, they would like to meet you so please make the journey to Fremantle to check them out and if you make a purchase mention our newsletter and they will give you a 10% discount. Check out their great workshops while you are there.



Painting tip. Playing with colour schemes and sample pots? Don't paint the wall- paint a large piece of card that you can move from wall to wall, room to room to check how it changes & remember it will also change day to night and season to season. Your sample can then go with you to help select furnishings and accessories but most important – finalise you paint colour last but paint first!

Outdoor Living

Here comes Summer and time to move outside. Does the alfresco at your place need a bit of an upgrade?

We now have a really extensive range of fabrics specifically for outdoors that are incredibly durable and if you want to be ready for the warmer weather this is the time to get organised.

Recovering an existing suite can be done with or without new foams and in the long run it will be cheaper than new and you get something much more individual. We have a great new display at the showroom where we have taken a standard sofa but refurbished it with outdoor fabrics and new foams. If you are getting new sofas inside this could be a great option and then you have top comfort inside and out.

*So call in and check out the fabrics from Wortley, Charles Parsons, Mokum etc. and to make it easier we will give a **20% discount off all outdoor fabrics** purchased in September, October or November.*

So what are you waiting for? Call in, bring some pictures or ideas and we will put together a great new look for you and will all be done ready for 'Party time'!

We also have a new range of trimmings for outside if you want to add some extra glam touches to your cushions.



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