

Color Trends for 2010 – Back to Basics

RISMEDIA, April 20, 2010—Just as the clothing fashion industry has its trends, so too does the window treatment industry. Colors have ranged from bold print patterns, to stripes, but 2010 is the year for a back to basics mentality. Upgrading window treatments is one of the fastest and most inexpensive ways to increase property values. However, using bold colors can deter potential buyers.

When a person enters a home with intent of buying, they need to be able to see themselves in that home. Using neutral colors and removing personal effects allows people of all different tastes to picture their new life. Blinds Chalet recommends a simple, clean palette of colors including cotton, cocoa and snow white.

Honeycomb single cell shades and double cell shades improve a home's insulation as well as overall quality of a home. Using these blinds improves the value of a home in several ways. First, they increase energy savings. Some honeycomb shades are approved for LEED certification, meaning their energy efficiency gains points for homes seeking an LEED rating. Second, some are available in environmentally friendly materials, creating a safe haven for children, pets and adults. Third, their availability in natural colors ranging from whites to creams to sandy browns inspires a welcoming atmosphere for homeowners and potential buyers alike.

Another popular trend that will continue in 2010 is the use of natural materials. Wood, bamboo and grasses all bring an organic element into homes. The more technology people are surrounded by, the more they crave an element of the outdoors. Using woven wood shades and wood blinds bring a calming atmosphere to homes and apartments.

“After the recession, people are seeking a return to simplicity, both in their spending style as well as their home surroundings,” says Chris Stanley of Blinds Chalet. “Using a clean color palette along with natural elements reduces clutter and makes rooms feel larger.”

For more information, visit www.BlindsChalet.com.