

2010 Window Blinds Trends Apollo's guide to what's set to be hot in 2010

As one of the UK's largest retailers of blinds, shutters and awnings, Apollo Blinds is at the forefront of consumer trends in the home.

Apollo's head of NPD Helen Kilvington shares her forecast for window fashions for 2010 and hints at some of the exciting new products that homeowners might expect to see in the coming year.

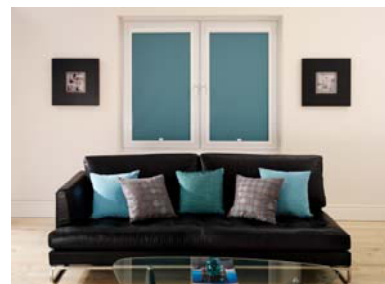
In summary Helen said: "Overall, sunshine is a major theme for windows in 2010. Be it sunshine yellow as a colour trend, sheers that let in more natural light or high-shine fabrics that shimmer in the sun shine.

"There's also a major new development around the corner in terms of wallpaper fabrics for windows, plus black is back in the bathroom."

More Mood Lifters – colour

The explosion of bright accent colours into our home, that's dominated 2009, will continue in 2010 with new colours entering the spectrum in 2010.

As more homeowners experiment with bright and vibrant venetians, roller or roman blinds expect to see **Mustard, Purple and Turquoise**.



Helen said: "The impact of colour on our overall outlook and emotions is driving the continued colour revolution. UK homeowners are looking for positivity in the economic downturn and these new colours deliver just that. Daffodil ill literally explode on to our high street with the onset of spring – and it doesn't have to be plain, florals and graphics look great in this vibrant shade.

Where better to inject some sunshine than at the window?"

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More cautious homeowners who want to play it safe with neutrals will move towards **natural fabrics** – as linens and woven woods become a key look.



Wallcoverings for windows

A major new move in the blinds industry is set to emerge this year and that's making blinds from wallpaper fabrics. This will not only make feature walls fabulously striking by creating one seamless look, it means blinds will become an equal consideration when choosing a wall covering, rather than being the 'plain option to tone in' to a wallpaper. Alternatively, two patterns can be mixed together to give an even more individual look. The trend for patterned wallcoverings, and blinds, will still remain strong, with even more exciting designs to choose from.



Spring Sheers

2010 will finally mark the death knell for the net curtain, as made-to-measure sheer blinds become THE hot new look.

More ranges in great new colours are set to be released at price points that will blow 'the net' out of the window. Look out for lovely lilacs – another hot colour for spring 2010.

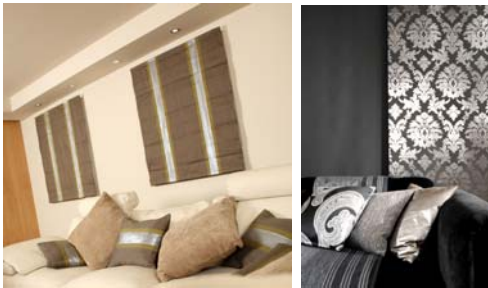
Helen said: "Sheer fabrics deliver privacy and style to all types of home – from terraced houses to open plan City Centre apartments with full length windows overlooking busy streets – but don't compromise on views or daylight."

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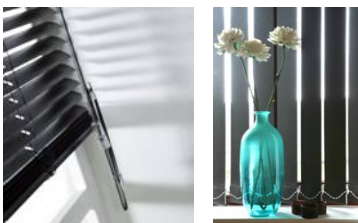
Sumptuousness and Shine

Living rooms will continue to move away from clean and clinical, and the opulent trend continues to inject a more sumptuous feel. Roman blinds will become even more luxurious, and structure and textures will be key trends in fabrics that are thick and warm. There will be lots of golds and silvers making an appearance in fabrics to enhance this look further.



Black is back in the bathroom

As 2010 sees black sanitary ware hit the high street interior stores, homeowners will be looking to complement this new trend with a statement black blind to keep the room minimal looking. Gloss black aluminium venetians and rollers are being tipped as this year's big sellers.



For more information and stockist details visit www.apollo-blinds.co.uk or call 0800 915 3030

Apollo Blinds will be releasing a comprehensive trends report following the major European trade shows.

www.apollo-blinds.co.uk

