

Windows Get Glamorous As Apollo Blinds Launches New Roller Blind Collection

Leading national retailer of made-to-measure blinds, shutters and awnings, [Apollo Blinds](http://www.apollo-blinds.co.uk) is launching a gorgeous new collection of Roller blinds to give the UK's windows some glamour.

Apollo's new Glamour Collection includes 45 stunning new designs. It combines some of the hottest colours in interior design – including purple, black, olive, silver and gold; and there are sheer fabrics through to blackout blinds; stripes, plain and more opulent patterns – to suit all types of homes, from the most contemporary to more traditional styles.

AMETHYST

The eight fabrics in the Amethyst range mix the richness of purple gem stones with shimmering silvers, in a choice of patterned and plain fabrics. Combining the two hot fashions of deep purple and metallic colours will ensure rooms are completely on trend.

WHITE ICE

White Ice is a palette of six cool whites and glistening silvers. From bold patterns to stripes and plains, there is a fabric to suit any size of window and all styles of home. It's pure glamour.

GOLD RUSH

Glistening gold tones will forever remain a timeless favourite in the home, offering flexibility and warm hues. The Gold Rush range boasts seven pearlised plains, opulent metallic patterns and stunning gilt-based striped fabrics.

INDULGENT

Rich metallic browns contrast with sparkling silver and brilliant bronze in the Indulgent range. The high lustre of these fabrics will create a real statement in the home and look great with natural materials such as wood, stone and slate as well as contemporary glass and steel.

DECADENCE

These high-sheen neutrals offer amazing versatility and flexibility, and can help to make a space look contemporary or classic, chic or cosy. Pearl mixes with translucent stone and shimmering bullion to offer a relaxing environment that's utterly self-indulgent.

SPARKLE

Bring the outside in with rich olive gemstone tones mixed with soft greys and pewter, in translucent and high shine metallic blackout materials. This range offers dazzling, futuristic fabrics for all generations.

JET

Dramatic jet black, grey tones and shimmering neutrals offer a stunning minimalist look. Ideal for urban living or clean modern spaces, these contemporary designs offer sheer luxury and understated glamour.

PRECIOUS

Opulent patterns in precious metal colours and charcoal, the elegant window fabrics in this range are perfect for dining rooms through to bedrooms where a luxurious finish is paramount.

ApolloBlinds

The Roller blind fabrics are perfect for any type of room, even the bathroom thanks to their moisture resistant properties. Roller blinds are the second best selling type of made-to-measure blind in the UK (just behind Venetians), due to their versatility and diversity in levels of shade – from complete blackout to sheers.

Head of design at Apollo Blinds, Helen Kilvington said:

"Inspiration for this new range has not only come from the trend-setting European home interior design trade shows, but from the catwalks in London, Paris and New York – all of which heavily featured shimmering fabrics contrasted with dramatic black and purple.

"These new fabrics are also more aligned to opulent wall coverings, and will complement modern homes as well as period styles."

Helen added: "Window treatments are no longer just an add-on to room schemes, they're setting the style and homeowners are co-ordinating cushions and room dressings around blind colours and designs."

Helen's pick of the best include:



Gucci Majestic - a blackout blind (far left) from the Amethyst range, boasting an opulent pattern and rich purple colour.

The bold stripes of *Hugo Sierra Nevada* (middle), from the Gold Rush section.

Alternatively, for a more neutral, sheer option this *Cartier Milka* design (right) from Decadence is a great choice. All three are available up to 200cm in width.

Prices for Apollo's made-to-measure Glamour Roller Blind Collection start at £22.19 for a 610mm x 610mm blind. All Apollo blinds are made-to-measure and fitted following a free design consultation in the home. The range will be available from Apollo's 75 stores and mobile retail outlets across the UK from this month. For more information and stockist details visit www.apollo-blinds.co.uk or call 0800 915 3030.

Ends

Taken from Apollo's 2010 Trends Report

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."

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.

