



About Deb

Owner of Window Dressings since 1989, Barrett is an award-winning designer, professional speaker and author. As a designer, she has built a reputation for cutting edge couture treatments. As an energetic and prolific professional, Deb has shared her talents through speaking, media tours and her writing. Her work frequently appears in the media including *Threads*, *Decorating Ideas* and *Inspired House*.

Nationally known, she speaks and reports across the country on a variety of design and trend topics. Sought after as a speaker at national conferences, design events and association venues; Deb's highly interactive CEU accredited programs reflect her two passions- window fashions and trendspotting. Deb, can create a custom program that is filled with a wealth of knowledge presented in her friendly, approachable style. Deb's enthusiasm and warmth will inspire your audience.

Deb's reports regularly for Vision and she is the co-founder of *Design Business Rx*. She is an IACET accredited speaker; has achieved expert status in the Window Fashions Certification Program. Deb also currently reports, influences and informs the design industry in her blog, *Design Confidential*.

Seminars and Workshops

Seminars and workshops are CEU accredited/Partial list

- ◆ Is Your Price Right? Pricing your Design Products & Services
- ◆ What Makes this Window Treatment Work?
- ◆ From Runway to Window: How Fashion Influences Interiors
- ◆ Textile Crash Course for Design Pros
- ◆ The Good, Bad and Ugly of Window Coverings
- ◆ The Custom Window Treatment Client: Who They Are & Where They're Hiding
- ◆ The Top 20 Window Fashion Mistakes and How to Avoid Them

Partial Client List

Springs Window Fashions
Budget Blinds
World Floor Coverings Association
WCAA
Hunter Douglas
Vision: IWCE
NeoCon
IFDA
ASID- Illinois / NJ /WI/ TX/ DC
Design Arts

Rave Reviews

"Deb Barrett's enthusiasm is contagious."

"An incredible amount of information was shared in such a warm and inclusive way! I felt more like a part of a large family gathering. Keeping it personal, yet professional and on track is a wonderful quality."

"You've done a phenomenal job. Everyone in the business should have these books."

"The how-tos and visual samples in Deb Barrett's classes were great."

For more information

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Presentation Ideas with a Window Focus

Is The Price Right? Pricing Your Design Products and Services

Do you charge and get what you deserve? How do you price your goods and services? The answer given ten years ago is different from the answer of today. Pricing is much more than a number. How you price your services and charge your customers has changed dramatically with the rise of today's new consumer. If you plan on being in business 5 years from now; how you price your design services will be key to capturing new business, markets and niches. You will leave with a pricing protocol to apply to your business, including a business and personal evaluation to help establish your current value to the client.

Custom Window Treatments and the New Safety Standards—What You Need to Know Now

In September 2010, the Window Coverings Manufacturers Association and the Consumer Products Safety Council announced a new set of safety standards for ALL corded window treatments—mini blinds, Roman shades, draw draperies, etc. This has far-reaching effects for any interior designer who directly or through a sub-contractor specifies window treatments. Learn the implications of the new standards for your business—how to comply, how to properly specify, the language to use with past and current clients, as well as the inherent opportunities in all new product categories at the window.

What Makes This Window Treatment Work?

This is an in-depth examination of the best examples of classic beauty, inspiring, inspired and solution driven window designs with as much personality as the decorators who designed them. We'll dissect inspirational images layer by layer, analyzing the individual design decisions that go into making a truly exceptional window treatment. Not only will we discuss proven methods, but we'll share some new tricks and solutions to make your projects easier and more efficient for the entire team. Communicating the right techniques, options, and details between the client, workroom and installer helps everyone understand what comprises truly custom designs. Learn innovative ways to spice up your treatments and turn a predicament into a success.

Textile Crash Course for Design Professionals

Fabric selection is the most favorite part of a designer's job and the most difficult. Textiles are a complex discipline with staggering choices. We'll discover the language of cloth with an eye to defining and differentiating between terms, techniques and materials in the interior design context and finding out the attributes and processes that give fabric its finished appearance. In an extensive discussion, we will focus on today's fabrics; narrowing in on weaves, printing processes, dyes and finishes providing an understanding of the various characteristics and properties that make fabrics appropriate for use in interior environments. Gain an understanding of challenges that face designers and workrooms with today's fabrics. This hands-on seminar will send you home with a swatch reference manual.

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Window Fashion Design Lab

Window treatments are a complex business from design details to specifying and selling. Learn the tricks of the trade- from design, fabricating, installing and presenting them to your clients- as we delve into the intricate window fashion design process and share tips, and trade secrets that the pros know. We'll cover the elements and principles that make up the vocabulary of custom window treatment design including how to use a proportion wheel, offset pairs, ripplefolds, pattern scheming and much more. Our supersession design lab focuses on the more challenging aspects of designing window fashions giving you success strategies to perfect your designs. Use your lab notes to jumpstart your own creative exercises or enrich your design notebook with solutions, options and details for your clients that are real life tested.

Pattern Play: Lessons in Scheming the Perfect Mix on the Window

Nothing creates impact on a window like pattern, but it can also create some nervous moments in the life of a design professional. When designing your projects, being able to apply a few guidelines and having an understanding of pattern and print can result in much success. We'll explore pattern- from styles, motifs and layouts to placement, repeats and schemes- that you can use as a jumpstart for your custom client presentations. Besides the basics, we'll demo interesting and innovative ways to rock your schemes followed by a hands-on pattern lab session that will start you on your way to becoming a pattern mix master.

Get That Look!

Borrowing inspiration and techniques from others can help motivate you in your business. Why not learn from the best designers and pros in our niche and adapt their winning strategies to your business. In this elevator pitch style format, we'll talk about the best ideas for solutions, techniques, design and innovation we've been collecting. You'll be certain to walk away with at least one idea or strategy you can put into practice.

Cool Tools for Your Window Covering Business

Digital technology offers endless possibilities managing the design process. We'll start out with a "how-to" training primer to get you off to a quick start and to help you integrate the new digital technology into their business. We'll identify tools to be more productive, efficient and that will ensure success. We'll walk through the design process and demo Apps, software and platforms appropriate for each segment that will make technology work for you on the job. This is a must if you want to wow your clients with new technology and make the design process more efficient. This presentation will include step-by-step demonstration, and includes a top Apps/ Platforms List is PC based and is an overview without hands-on.

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Behind the Curtain: Insider Info on How to Build a Soft Brand

The design industry is more competitive than ever, with better-educated, more discerning clients. How do you compete when your potential clients are shopping many of the same sources as you? Distinctive soft products and materials can give you the edge. This is a road map to harnessing the power of soft window coverings to build your design brand. We'll discuss the drivers behind purchasing soft home furnishings, define the opportunities, compare and contrast them to help you choose which ones work best for your business. Plus, give you the must- do steps to get started. You'll discover how to tap into the soft goods niche to engage clients

A Designer's Guide to High-Style Window Fashions

Turn your custom window fashions into couture soft treatments in this designer's guide to designing and specifying inspired soft treatments. Learn about dressmaker-inspired specialties; plus original and innovative headings, edges and hems. This presentation will help build your own one-of-a kind portfolio of inspired techniques, processes and creative styling's and moves your work to the next level. Details DO make the difference! We'll discuss how to specify these techniques, what fabrics each works best with, and how these can be used to build your bottom line. Move up from custom to couture.

The Good, The Bad and The Ugly of Window Coverings

We've all seen our share of many window covering projects in our time. Some make us shake our heads; some make us smile and some; well we're at a loss for words. This fast-paced seminar will cover the gamut of today's window treatments- the good, bad and ugly. You'll hear some interesting rants and stories about inappropriate choices, bad installations and treatment no-no's as well as treatments that wowed, surprised and just plain crushed it! You'll come away with great tips for your own custom soft window covering projects.

Textile Tech Support

It is not enough to simply highlight the beauty, uniqueness, and versatility of fabrics; it is the designer's responsibility to select the appropriate fabrics for their intended end use. In this class gain an understanding of today's fabrics to help you make correct fabric selections. This is real life application based class. We'll discuss fabric constructions, properties and qualities; which ones are appropriate and which ones aren't for your custom soft window treatments. We'll compare and contrast linings, interlinings and provide strategies in dealing with difficult textiles to help you solve those troublesome nightmares.

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Crafting Powerful Presentations

As a design pro, presentation is everything! Building a memorable presentation is not only a potent sales tool, but an opportunity to showcase your talents and set yourself apart. In this hands-on session, we'll walk through the steps to create a successful presentation with a focus on mood boards- both digital and physical, construct powerful sales pitch, and design brief. You'll walk away with the beginning of your own personal visual sales presentation. You'll be well on your way to crafting your successful personal brand identity.

Design in the Age of Apps: Capitalizing on our Digital Addiction

Today's clients' digital addiction- their appetite for all their devices- is driving how they buy and we design and sell window coverings. The modern designers' website has now become the new brick and mortar of our business. In order to stay competitive, we need to extend our digital footprint with new e-business models. This session will outline, in detail, proven e-business strategies that can be easily adopted. Start on the road to success as we explore web platforms and digital business models like virtual room design, consultations, online design directories, e-commerce platforms, and more. We will define the opportunities and compare and contrast them to help you choose which ones work best for you, your clients and your business. You will walk away with the must-do steps to get started with one or more of these new business models and how-to build an e-business model to monetize your digital design future.

Design in the Age of Apps: The Tools to Monetize Your Digital Design Future

Digital technology offers endless possibilities when it comes to the design process. We'll identify tools to be more productive, efficient and that will ensure success. We'll focus on the "creative" part of the design process and we'll show you what tools you can use to thrive. This is a must, if you want to wow your clients with new technology and make the design process more creative and efficient. You'll crush it with this digital tool box of Apps, platforms and software.

Design Destinations 2.0: Where the Window is Headed Next

What do you do with a trend? Embrace it or ignore it? Trend watching is more than spotting the next new color, fabric, or hot designer. It's about observing change and understanding how to transform change into opportunity. We first explore the overriding design trends; identify emerging consumer expectations and then provide you with inspiration at the window with a discussion of the next wave of silhouettes, patterns, colors and materials. Become your own trendsetter and set your business up for success.

Smart Textiles for Modern Environments

Fabrics and fabric selection has become more exciting and more complex with the new developments in fibers, finishes, construction, not to mention green options. By exploring the various new materials coming to market; comparing and contrasting their characteristics and properties and evaluating their performance and applications, more appropriate fabric specifications can be made for use in interiors and office environments. A discussion of

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textiles' role in green design and sustainability including current manufacturing practices, technologies and identification and rating systems will supply the textile tools for making better informed decisions and wiser choices for more appropriate products and healthier lives. We'll contextualize the knowledge and illustrate relevance through real world application examples.

This is a partial list. Please contact deb at deb@debbarrett.com for more topics.

Testimonials

Your seminar was excellent and one of the best I have ever attended at NeoCon. Thank you!
Claire Leaman

We certainly enjoyed having you as our guest in September! Many of our members expressed their satisfaction. You certainly had drawing power, bringing guests and members out with rave reviews. Thank you again for a great day of seminars! When you look good, so do we as a board before our members. Grace Rumer

Thank you so much for packing up all your things and traveling all the way down here to help us pull off this event. It was the biggest, best, and most profitable thing that our chapter has ever done, and we are so glad that you made it possible. We're still on cloud nine. Everyone remarked about what an educational and fun show it was. Rhonda Anstett, Triangle WCAA

"An incredible amount of information was shared in such a warm and inclusive way! I felt more like a part of a large family gathering. Keeping it personal, yet professional and on track is a wonderful quality."

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*I wanted to let you know how much I liked the seminar you did in Richmond last week. A group of us drove down from Northern Virginia and we couldn't stop talking all the way home after the event. The "fashion show" was great of course, but I really learned a lot from your discussion about the psychology of selling to today's new consumer.
Toni Korby, Antonia Korby Design Inc.*

Naturally, I've heard of you before – who hasn't – you are a legend in our industry. But only recently did I have the pleasure of hearing you speak live at one of your workshops. I must say that I'm spell-bound by your ease of delivery, unassuming personality, and deep, deep (real deep) knowledge of everything design – from textiles to best business practices. You had us all laughing, learning, and loving everything you had to say. Vita Vygovska

*As always you wowed the attendees. You have such willingness to share and a fun personality. You helped make Deco Zone a success. Looking forward to more projects.
Sandra Racz, Decorating and Staging Academy*

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