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Market Daily

Fabricland Interiors Bites Big Apple

NEW YORK — Fabricland Interiors has jumped the Hudson River to open its first Manhattan store — Metropolitan Window Fashions — on the upper west side.

The 70-year-old, family owned company, which also operates the 21,000-square-foot Fabricland Interiors store in North Plainfield, N.J., and the 14,000-square-foot Nassaus Window Fashions store in Paramus, N.J., opened its new location in

a 700-square-foot storefront at 469 Amsterdam Ave.

"There are other areas of New Jersey that are affluent and densely populated, but where is it more affluent and densely populated than Manhattan?" said Bruce Heyman, president.

The new store is focused entirely on window fashions, which are divided into custom and ready-made on each side of the shop. Custom offers 50 per-

cent discounts on first-quality fabrics, including Laura Ashley, Waverly and Ralph Lauren.

"Even in this age of super-stores, there is room for good independents, especially in businesses that demand service," Heyman said.

The company's special niche is its free shop-at-home service, which sends window treatment experts into a consumer's dwelling for a no-cost consultation.

"We have 10 designers (among the three stores) who are always on the road and other designers who work out of the stores," Heyman said.

In addition to carrying well-known brands, the company also works with a number of small fabric suppliers to develop unique products. It also stocks 1,000 fabrics in its mill-direct program and keeps 50,000 samples on hand. Custom work is handled by six workrooms.

"Everybody wants affordable luxury, and that's where we come in," Heyman said. **HTT**



Uptown Looks
Metropolitan Window Fashions in Manhattan



In Charge
Bruce Heyman,
Fabricland President



Curtains Galore
Ready-made curtains occupy one side of the store.