



September 18, 2023

To our Loyal Customers:

My grandfather started this business in 1934. We have gone through many changes in 90 years and I am delighted to announce our new adventure. Effective October 2nd, 2023, we are partnering with Sew Jersey, an outstanding fabric and sewing machine retailer with locations in East Hanover and Paramus.

We currently have two divisions – Fabricland and Metropolitan Window Fashions. Fabricland is located only in our Green Brook showroom. Metropolitan has expanded from Green Brook to four additional locations in Paramus, Livingston, Lebanon and Branchville.

As our business has gravitated more towards home decorating, I decided that I needed some help running the fabric business. I found that person in Jacquelyn Heineken, the owner of Sew Jersey. She is an amazing businesswoman and up to this task. I also like that her initials are the same as my late father, Jay Heyman.

Jacqui will take over the fabric department in Green Brook. She will bring in hundreds of beautiful new quilt fabrics and a huge selection of over 30 models of sewing machines from Brother, Bernina, Elna, Janome and more. Sew Jersey will be on the left side of the store and Metropolitan will be on the right side of the store selling custom and readymade window fashions. There will be no changes at the other Metropolitan locations.

Change is necessary to stay in business for 90 years. Our business has grown and changed names many times. My grandfather's first business was called Chain Decorators, with decorating stores in Plainfield, Westfield and Somerville. In the 1950's he sold that business and opened a store on Route 22, in Green Brook NJ, only a few hundred yards from our current flagship store. He called that business Highway Mill End. In the 1960's, my grandfather, now joined by my father, opened a second Mill End location in North Plainfield, which was soon to be renamed as Highway Fabricland. This became the iconic store that so many customers knew at that location for over 50 years. When I joined the firm, we rebranded again as Metropolitan Window Fashions exclusively selling custom draperies, motorized shades, Hunter Douglas blinds and shutters, in addition to reupholstery and wallpaper.

The future of Fabricland is now in the capable hands of Sew Jersey, while I continue to run Metropolitan. Please excuse our appearance as we are renovating the Green Brook store. Thank you for your continued patronage. Please feel free to contact me if you have any questions.

Bruce Heyman, 3rd Generation Owner
908-755-4700x102 email: bruce@fabricland.com

NJ Family Business of the Year

Green Brook - *at Fabricland*
Paramus - *formerly Nassaus*
Livingston - *on Route 10*
Lebanon - *at Window Expressions*
Branchville - *by appointment only*
fabricland.com

Draperies & Window Coverings Retailer of the Year

270 US 22 West, Green Brook, NJ 08812
669 NJ 17, Paramus, NJ 07652
449 W. Mt. Pleasant Ave, Livingston, NJ 07039
1271 US 22 East, Lebanon NJ 08833
13 Main Street, Branchville NJ 07826

908-755-4700
201-689-6030
973-552-4646
908-236-2688
877-722-1100

windowfashions.com