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### **IT'S TEXTURE, TEXTURE, TEXTURE AT THE CURTAIN EXCHANGE**

*Hybrid silks open a whole new spectrum to The Curtain Exchange's array of textures*

DALLAS – Today more than ever, consumers are attuned to the texture of fabrics used in home design. The Curtain Exchange has long been in synch with their concerns, offering an array of textured fabrics for curtains from knobby chenille and hand-sewn crewel embroideries to finely-woven and dense, slubby linens.

“The ambiance of a room can change dramatically thanks to the texture of a curtain,” said Georgina O’Hara Callan, co-founder of The Curtain Exchange, a revolutionary company that allows clients to take home and try out panels of designer curtains, eliminating the risks and hassles previously associated with buying custom curtains. “From the more formal feel that Kashmir crewel curtains convey to the lighter, airy feel of cottons from the United Kingdom, the texture of the fabric is as important as the color, style and length of the curtain.”

### **HYBRID SILKS JOIN THE CURTAIN EXCHANGE’S COLLECTION OF FABRICS**

Now The Curtain Exchange is expanding its collection of textures to include a new line of “hybrid” silks.

“The hybrid silk,” said Ms. Callan, “is a marvelous blend of the crispy, finely-finished silk taffeta with the more textured, slubby-finished dupion from double-silk cocoons resulting in a textured, sophisticated curtain fabric with lower sheen.”

Available at The Curtain Exchange boutiques in Birmingham, AL.; Stuart and Tampa, FL.; Naperville, IL.; Louisville, KY.; New Orleans and Baton Rouge, LA.; St. Louis, MO.; Ridgewood and Bernardsville, NJ.; Saratoga Springs and Westchester (Scarsdale), N.; Devon, PA; Charleston, SC; and Memphis and Nashville, TN.; Oklahoma City, OK; Atlanta, GA and Amarillo, TX, the new hybrid line includes such colors as Indian Red, Tourmaline, Gold Nugget, Malachite, Smoky Quartz, Blue Zircon and Antique Pearl. Custom curtains of stock fabric ordered by Oct. 31 will be delivered by Thanksgiving. Orders for custom curtains of stock fabric placed by Nov. 26 will be delivered by Christmas. For additional details, check with individual stores.

**THE CURTAIN EXCHANGE**

Founded in 1998 by Georgina Callan in New Orleans, The Curtain Exchange has 19 stores throughout the United States. With headquarters in Dallas, The Curtain Exchange not only offers handcrafted curtains in varying lengths and blinds, it also provides custom-made curtains as well as consultation, installation and hardware.

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