

# SHEERS UPDATED

The vibrant and competitive sheers market is undergoing range refinements to cater more closely to customer demand, with enhancements ranging from yarn treatment and finish to subtle gradations in colour palettes. Belinda Smart reports.

## CHARLES PARSONS INTERIORS

Recently released fabric range La Palma is a first-to-market release in Australasia that comprises both light drapery and sheer fabrics with a luxury

positioning, says Patricia Surace, Charles Parsons Interiors marketing coordinator.

"Constructed out of the most premium yarns available - wool, linen and tencel - this range is completely natural in look and feel. Even though tencel is technically a man-made fibre, it is environmentally friendly as no harmful chemicals are used in the manufacturing process."

"This combination of materials has outstanding moisture absorption, is soft, breathable and has a fantastic

handle, which results in a beautiful drape. For those that are worried about any movement in the fabric once hung, all natural fibres will exhibit some slight movement but due to the tencel component it will not shrink and move as much as fabrics completely constructed out of linen."

"Being a wide width collection, at a 300, 310, or 325 cm drop, this gives the range flexibility to be used in a variety of window settings and makes it ideal for the large open windows that are so popular in today's homes. Light

fabrics have been in demand for some time to supplement the light airy looks which feature prominently in interior trends."

"The complete range is produced in Turkey from their finest mills and testing has been done not only by our suppliers but in our laboratory in Australia to the highest degree."

## WILSON FABRICS

"Sheers continue to be dominant part of our business," says Wilson Fabrics Product Manager Jessica Fitzgerald. "We currently carry a concise range of products aimed at facilitating the residential and commercial markets."

"This category can be quite competitive as it is such a popular look at the moment with so many products in the market. We have chosen to provide our customers with a concise range of sheers in key colours to help simplify the customer's decision making process."

"This year saw us revamp our ever popular Husk fabric as Husk II with a fabulous new range of colours. Husk II is now available in 12 gorgeous colours and these new colours are available in both our Husk II sheer drapery and Husk II Sheer Blind ranges."

"Beautiful and natural, this linen look product is now 100% polyester across all colours, which now means all colours are FR to Australian Standards. Husk continues to be a favourite amongst our customers and the new colours have had a great response."

"We are also delighted to mention our popular Sabre sheer has been featured fairly prominently on The Block this year. This has been great exposure for the range as Sabre



Charles Parsons - La Palma



Charles Parsons - La Palma



Wilson Fabrics - Husk



Sonata Furnishings - Windflower



Wilson Fabrics - Husk

proves to be continually strong performing product in our Sheers category."

"We are continually looking for new developments in the sheers category and have a few ranges in development for release next year."

## SONATA FURNISHINGS

Graeme Kennish of Sonata Furnishings confirms the company services the middle to higher end of the market with its sheers range, and he describes the market as buoyant.

"Customers seem more than happy to pay a bit more for a quality product and are using them not only as sheers in their own right but also over existing blinds to soften the harshness and create better acoustics."

"The colour palette for sheers remains much as it has been for the last few years, with neutrals and greys the predominant tones. Texture is all important and a natural

matte finish is preferred over the gloss look."

Sonata's two latest sheers, Windflower and Nest, have both been very well received.

"Windflower is a digitally printed panel sheer with a continuous pattern running along the lower portion of the fabric. It is printed on a 300cm wide linen rich base cloth with a weighted band. We offer two colours in this: Smoke and Sepia, both printed on an Ivory base cloth."

"Nest is unique in the Australian market as it combines four highly textured layers of yarn with an invisible layer of matte organza on the front and back for durability and is 305cm wide. Predominantly constructed of polyester, it has a small amount of blended cotton to provide subtle contrasts in colour. The Cinder colourway is extremely popular as it mixes charcoal and coffee shades to great effect. The Zinc colourway, a soft wispy grey, is also very popular."