



Wilson Fabrics - Husk II



Wilson Fabrics - Sheer Nature II

WILSON FABRICS

Wilson Fabrics Marketing Manager Jennifer Donnelly says sheers are still proving to be an extremely popular choice in window treatments; she reports continued growth in sheers as a category.

“Sheers offer a soft and elegant look on a window while providing daytime privacy. They allow natural light to filter through and allow you to still see your outside view while still stopping prying eyes from looking in. They are a much softer option for daytime privacy than screen fabrics and really add warmth and a stylish homely feel to a room; while still being a practical choice as a window treatment. The versatility of being able to pair a sheer with a blind, curtain lining or a coated drapery fabric makes it a very practical and popular choice in window treatment.”

“We are still seeing sheers as the main window treatment,

paired with blinds that provide nighttime privacy and sun protection. But we are also seeing sheers paired with a lining as a backing as an alternative to a blackout coated drapery fabric or traditional jacquard uncoated fabric being paired with a lining as a window treatment. Our Husk II fabric has been used like this frequently as featured here in Australian House & Garden Magazine.”

Wilson Fabrics has developed and revamped several sheer ranges to keep up with demand and fill texture and design gaps in the market, she confirms.

“Our popular Sheer Nature range has been revamped and updated with a softer handle in 10 new stylish shades and now also features a weighted hem ensuring it drapes well and less labour with hemming. Sheer Nature II is a naturally textured sheer range, made from 100% Polyester, ensuring

the fabric is durable and easy to maintain while still draping well. This range has not only had a colour and feel face lift, it’s also available at a better price point, ensuring outstanding value.”

“Coast sheer is a new release and features a heavily textured design which offers slightly more privacy than most sheers. Coast drapes beautifully and is available in seven carefully selected colours that offer a gorgeous two toned textured appearance. This stunning organic texture really comes to life when the natural daylight shines through.”

“Coast has been designed to add some body and texture into a sheer window treatment and at 310cm, looks great when paired with a lining, allowing for more options in window treatment styles.”

Coast Sheer has been FR Tested to AS1530.2 and is 100%

polyester for durability and ease of care. This range also coordinates with a blind range we will be releasing in early 2019 ensuring a comprehensive offering in the one great design.

“Another new release is Sensory Sheer, which is a subtly textured and soft to the touch sheer available in seven colours. Sensory Sheer drapes effortlessly and offers a light and airy look on your window. Sensory Sheer will also be available as a Sheer Blind, allowing for a seamless look in the same fabric design across different window treatment style.”

“In regards to colours, we’re finding that whites and greys / silvers / charcoals are still proving to be the most popular colour choices in sheers. Naturals are coming back but not to the full ‘cream’ extent that they were years ago. They are still a crisp and clean hue and very natural in appearance.”