
FALL BACK IN LOVE WITH YOUR HOME WITH TIPS FROM HGTV's CHIP WADE and LEVOLOR

Ditch the Style Rut and "Décor it Yourself" In One Weekend With Simple, Designer Tips

ATLANTA, Ga. – Sept. XX, 2010 – Fall home improvement season is not only about tackling DIY repairs in preparation for the change of weather, it's also the perfect opportunity for homeowners to "renew," and fall in love with their home all over again. Choices in home décor speak volumes about homeowners, but a lack of confidence often keeps many DIY enthusiasts stuck in a style rut, even when shopping for items that can easily freshen up a space over the weekend, such as window treatments. To help simplify the shopping process for window treatments and better enable homeowners to "décor it themselves," Levolor® and Lowe's have teamed up to offer Levolor Custom Size Now® blinds and shades that can be cut to size for free at Lowe's in just minutes, offering homeowners perfectly sized blinds and shades the same day they shop. Along with Levolor, HGTV Contractor and Designer Chip Wade offer insider tips to achieve designer style and update any home décor in just one weekend.

See your Space in a Whole New Light

"Window treatments are a fundamental décor element and one of the simplest ways to update the look and feel of a room while controlling important functional aspects like light, privacy and temperature," states Wade. "With Custom Size Now blinds and shades, available at Lowe's, Levolor is inspiring homeowners to transform their space and see it in a whole new light, by making it easier than ever to update your window treatments. Simply choose your Levolor Custom Size Now blind or shade style and color, and you will be able to take them home in minutes and, if you want, install them the same day."

With easy-to-shop aisles and a brand homeowners' can trust, Lowe's offers a large selection of quality Levolor Custom Size Now blinds and shades to match an array of décors. Styles include

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Cordless Cellular Shades, Natural Woven Wood Shades, Two inch Plantation Real Wood Blinds, Two inch Plantation Faux Wood Blinds, Vertical Blinds, Roller Shades, One inch Aluminum blinds and One inch Vinyl Blinds.

“Levolor found that homeowners, on average, visit nearly six stores before purchasing window treatments, turning what could be a quick, fun weekend project into a nearly six month long shopping process,” said Levolor director of marketing communications, Jackie Paulsen. “With Levolor Custom Size Now blinds and shades, transforming your view is as easy as 1-2-3 and homeowners never have to settle for a poor or ill-fitting treatment.”

Chip’s Tips

Whether homeowners need help sorting out style chaos or tackling a room in serious need of an update, Wade is a pro at creating spaces where homeowners can kick back and enjoy the beauty surrounding them. Here are a handful of insider tips and weekend projects from Wade that anyone can tackle:

- **Transform Your View:** Switching out window treatments can dramatically change the look and feel of a room. The key to impactful window treatments is to work within your color and texture palette, considering wall color as well as any existing accents. Also remember to keep in mind not only the look but also the feel window treatments may bring to a room, including the desired amount of light and privacy. With Levolor Custom Size Now, all of these options are easily available and dressing your windows is simple as measuring the windows, selecting your blinds and shades to have cut while you wait at Lowe’s, and heading home to install them. When measuring your windows at home, first determine if you want to mount your treatments on the inside or outside of the window frame. For other easy-to-use tips, installation guidelines, and to make sure you get your window measurements right, visit www.levolor.com.
- **Rearrange Your Furniture:** A rule of thumb when arranging furniture is to keep foot traffic patterns precise and linear. Pathways that are five feet wide are aesthetically ideal, and if possible, never go below three feet. In terms of furniture scale, keep all taller pieces of

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furniture towards the outside perimeter of the room to create a sense of ambiance in the space.

- **Turn Something Old into Something New:** Upcycling, or creating something new out of old material, makes a practical yet creative DIY project. For example:
 - If you are replacing an old hardwood floor, consider cladding another piece of furniture, such as a TV/media console or coffee table, with the wood to create a rustic look.
 - Rehab old lighting. Some simple sandblasting and refinishing, along with a quick trip to a lamp store for any rewiring, is a cost effective way to reinvent an outdated chandelier and show off your inner-savvy.
 - Display unique heirloom materials and rustic items that tell a story. Turning old nostalgic objects into art not only adds character to your décor, but gives you a story to share with guests.
- **Paint Your Personality:** A fresh coat of paint can dramatically change a room without breaking the bank. Reflect your personality by choosing the hue that suits you best but be careful not to go too dark in a small room or a space with lower ceilings. If painted correctly, a darker color can create intensity and elegance, rather than a cave that is overpowering and uninviting. Softer colors from an earthy palette are a great choice, such as neutrals and light blues and greens, as they are always safe options that infuse freshness into a room.
- **Accent and Accessorize:** Incorporating unexpected elements such as vibrant colors, rich textures and graphic patterns makes a room warm and relaxed. Space-enhancing mirrors, soft rugs, ambient lamps, funky pillows, baskets and plush throws add character and comfort. Don't be afraid to accessorize and fill existing spaces. Stocking shelves full of books wrapped in uniform covers using whimsical wallpaper, or slightly transparent cloth, like linen, can add a distinctive flair. Hanging pictures in interesting arrangements is also a great way to showcase your style and the ones you love. Try to keep pictures centered at the average eye line, typically between 5 and 6 feet high. If your space has very high ceilings, remember to hang larger pictures at a higher level to draw the eye up.
- **Bring the Green Indoors:** Indoor plants are not only a great cure for the winter blues but also a great way to enhance your décor. Not to mention that they take in carbon dioxide and release oxygen into your home. Remember though that plants do require maintenance and have a better chance of survival in a living room or kitchen where there is access to sunlight and close sources of water. In addition to adding freshness to your cooking, herb arrangements are also an aromatic way to add life to a room.

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- **Small Change = Big Impact:** Decorative hardware is like jewelry for furniture and cabinets, and a fun way to customize and coordinate throughout a space. Creating a custom look is all about getting what you want, whether you are inspired to match hardware or mix it up with a unique hardware finish or style to add an eclectic punch. By swapping out outdated hardware on your living room furniture or kitchen cabinets you can completely change the look and feel of the room and on a budget.

For more tips and information about Chip Wade, visit www.chipwade.com. For more information on Levolor Custom Size Now blinds and shades, offered exclusively at Lowe's, visit www.Lowes.Levolor.com. For more information on Levolor's full collection, or tips on measuring and installing window treatments, visit www.Levolor.com.

About Levolor Window Fashions

Since 1914, Levolor, a part of Newell Rubbermaid's global portfolio of brands, has set the standard in window fashions, design innovation, product quality and customer satisfaction. Revolutionizing the industry by being the first to offer cordless custom blinds, as well as being the first to bring color to blinds, Levolor continues to pioneer window décor and remains the most recognized name in the industry. Keeping the consumer first and foremost, Levolor offers easy-to-use shopping tools such as an online design studio, free swatching, and an easy 1-2-3-order process to reduce category complexity. Products, including custom, stock and sizable blinds and shades, basic and decorative drapery hardware and custom drapery, offer consumers more options than ever to complete their windows.

Levolor offers up to 10 free fabric swatches of any product on Levolor.com. For more information on the company, Accordia Cellular Shades, style ideas, or tips on how to best measure windows visit Levolor.com or call 1-800-752-9677. For media inquiries, contact Maureen Brennan at (312) 946-6075 or e-mail at mbrennan@msinet.com.

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