



# The Ultimate Guide to Curtains + Blinds

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## STITCHED


# The Stitched Lookbook

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Upcycled Cotton Four Leaf Clover



The Nudes Natural White

## Are you new to Stitched?

- x **We help you pick the perfect curtains and blinds for your home** --- our website makes it easy for you to discover earth-friendly fabrics, get the right measurements and add those all important finishing touches that make your curtains and blinds special.
- x **Made in the UK** --- our curtains and blinds are made in UK workshops with over 100 years of experience. Our sewistas are simply world-class, so why make window apparel anywhere other than the UK?
- x **Don't wait around** --- good things come to those who wait, but we don't think you should wait too long. Your curtains and blinds take around 10 weeks to make, as soon as they're finished, we'll deliver them in FSC accredited packaging.



# The Stitched Story

Curtains and blinds --- it's all we do. It started with an obsession to make something extraordinary, a product with a story and a soul that transforms your home all while having a positive impact on our planet.

Not only do we want you to feel a sense of pride in your curtains and blinds, but we also want you to feel the excitement and creativity bursting through as you see your designs come to life. That's why we focus relentlessly on making the process simple and easy to understand, so you can focus on the fun part --- choosing the perfect curtains and blinds for your home.

We want you to feel proud of the quality, origin and heritage of your curtains and blinds. That's why we use yarns spun from natural and recycled materials to create beautiful eco-fabrics that are easy on the environment and easy on your conscience. On top of that, there is no factory production line here, just passionate sewistas hemming and stitching, perfecting their craft one stitch at a time.



**Manufacturing heritage** / we believe that local demand should be fulfilled by local supply. That's why all of our curtains and blinds are made in UK workshops by master sewistas who work to B Corp standards in supply chain transparency. Creating this partnership with UK workshops means we continue to work on cutting our, and in turn, your, carbon footprint, achieving the highest product quality and ensuring everyone in our supply chain is treated fairly.

**Next generation materials** / we've scoured the world in search of a new breed of earth-friendly fabrics that will look great in your home without taking their toll on our planet. Our fabrics are made from natural, sustainable and recycled materials in eco-focused mills with happy workforces.

**Helpful tools and friendly faces** / designing your home should be fun and easy. So, we built some handy tools to help with the tricky bits of choosing the perfect products for your windows, leaving you to get on with the fun stuff. And because styling your home is a personal process, we've put together a team of real people to help answer the questions that the tools can't.



## Our eco-conscious **Fabrics**

**Upcycled Cotton** / made from 100% recycled cotton, a relaxed, soft, subtle and lightweight fabric that makes the perfect drape.

**Cotton Twill** / a super soft brushed fabric with an old school feel. It's durable yet homely and offered in a variety of classic colours making it the perfect fabric for a curtain or blind.

**Cotton Weave** / this fabric is offered in a wonderful mix of eye-catching colours and some more subtle tones that create an exciting fabric perfect for making a bold statement.



**Cotton Twill**



**Ian Mankin Angus Stripe**

**Linton** / a linen blend range of soft calming colours complimented with rich earth tones. This soft drape presents a playful and delicate feel to a home.

**Revive** / this is a fabric of the future and a real conversation starter. Inspired by the natural pigments in traditional vegetable dyes, it's made from recycled plastic bottles which are woven to create fabric with a surprisingly natural feel.

**Stardust** / made from 100% cotton, these are soft textures with subtle prints in a whimsical mix of colours to get creative with.

**Ian Mankin Stripes** / with a choice of Ticking or Angus Stripes our Ian Mankin fabrics are perfect for those looking for a mix of relaxed and formal.

**Eco Sheer** / our new eco sheers are serene with an elegant and lightweight feel. Perfect for a contemporary and stylish home with an urban spirit.

**Classic Cotton** / made from 100% cotton, this carefully curated collection of 30 colours offers timeless luxury and effortless style to any home.

**Amalfi Stripe** / made from 100% cotton, soft to the touch in bold stripes. A nod to sun-drenched escapades on the Riviera.

**Bonbon Stripe** / made from 100% cotton, this is a candy stripe pattern in a range of colours.

**Tuscan Gingham** / our 100% soft to the touch cotton checked fabric is a classic, from soft pastels to bold reds, blues and greens.

**Velvet** / this is a super smooth fabric that's soft and sumptuous to the touch and available in a range of classic neutrals, jewel tones and contemporary blush colours.

**The Nudes** / a collection of cotton and linen textures characterised by their natural finishes and relaxed feel. This refined range offers fabrics full of subtle character.



**Silk** / this is a glamorous, seductive and enchanting fabric that's so smooth it moves like liquid. Offered in classic tones, it drapes dramatically for a luxurious finish.

**Flax** / this is a versatile fabric that blends subtle hints of colour for added depth. Flax yarns are spun with sustainable wool to create a lived-in, wild and strong weave with a colourful fleck detail.

**Fresco 01** / a rustic fabric in a cotton and linen blend with a colour palette of neutrals to inspire relaxed, chilled-out days.

**Hemp** / this is a home grown, feel good fabric made from a slub yarn which gives it a rustic charm and a wonderfully natural looking texture, adding a rugged elegance to any room.



**Sheer** / a lightweight linen fabric that lets in natural light but gives an extra layer of privacy.

**Wool** / this is a pressed finish fabric offered in a kaleidoscopic range of colours and made from sustainable wool. It is sleek, with a super-soft feel that drapes beautifully like a well tailored suit.

**Swoon Wool** / sustainable couture quality wool, there is no finer drape. This carefully curated collection of stylish colours offers timeless and effortless luxury to any home.

**Satin Linen** / a pure satin linen with an elegant drape and subtle matt sheen that ensures this sophisticated fabric is usable in virtually any interior setting.



Wool



Relaxed Linen

**Upcycled Silk** / this is an enchanting, colourful and textural fabric with a subtle three tone tweed effect. It hangs beautifully and its recycled silk fibres give it a wonderfully soft and luxurious feel.

**Relaxed Linen** / simple beauty at its finest. With a tumbled texture and soft fluidity, in a range of colours from earthy and organic hues to soft neutrals.

**Roller Blind** / a collection of colourful, blackout and white transparent roller blinds that suit any window.

**Oceana Roller** / made from 100% recycled plastic, Oceana is a versatile semi-transparent roller fabric that will let light stream through windows, whilst maintaining privacy.

## How our fabrics

# Make the cut

We choose our fabric ranges based on a few different credentials to make sure they're good enough to welcome into the Stitched family. We now have over 300 eco-conscious fabrics for you to choose from!

**Natural fibres** / the fabric is made of natural fibres extracted from plants or other bio sources.

**Recycled** / some of our fabric ranges are made in part from salvaged or recycled materials that are reused to create new products.

**Locally milled** / the majority of our fabrics are milled in the UK and shipped directly to our smaller workshops.

**Rapidly renewable** / fabric is woven from natural fibres that regenerate rapidly and naturally without placing a strain on the environment.

**Low waste** / the fabric and its production process generates minimal waste including raw material usage, energy consumption and water usage.

**Low toxins** / we make sure there are no harmful chemicals in the fibre extrusion and dyeing process and once made, emit no or very low VOCs.

**Eco label** / fabrics that have met the highest standards of environmental performance and have been accredited by the European Commission.

The Nudes Natural White







Classic Cotton Calico

Start your journey;

## Order 8 free samples

- 01 **Feel the fibre of your fabric** --- choose 8 free samples to feel the quality and texture.
- 02 **Learn more about your fabrics** --- find out where your fabrics are milled and the story behind them.
- 03 **Match the samples to your room** --- wheel out the colour wheel and see which fabrics best suit your home.
- 04 **Get designing** --- use our online studio to visualise your creation.



## Why choose Our curtains

With millions of fabrics, styles, features, prices and services available online and on the high street, you'd be forgiven for thinking that buying curtains is hard.

The good news is Stitched makes it easy. We've sourced a beautiful range of fabrics and styles to suit any home and made the whole process easy to understand so that you know you are making the right choice. We call our fabrics feel-good fabrics because they look great without taking a toll on the environment.







Pick your style:

## Headings

We have seven different curtain headings --- create you own pair in our design studio on our website.

**Pencil Pleat** / a pencil pleat is a very versatile choice that will suit pretty much any setting. Pencil pleats are created with a tape to provide a crisp, elegant look and are suitable for curtains hung from tracks or poles.

**Eyelet** / the eyelet creates a super modern look. It hangs on a curtain pole which is threaded through the eyelets, creating even folds that stack back neatly when open, making it great for smaller rooms.

**Wave** / the wave is simple, modern and elegant. It gets its name from the way the fabric folds under the curtain track in smooth, flowing pleats. Similar to an eyelet heading, the wave folds back neatly when open making it great for smaller rooms.

**Double Pleat and Triple Pleat** / this is where the fabric is gathered into sets of two or three pleats, creating a more classic, tailored look. Also known as a French Pleat, this look works on any fabric.

**Goblet** / this is made in a similar way to a double or triple pleat but instead of making the single tuck into a double or triple one, only the base is secured forming a short 'goblet' which is stuffed to pad out the full shape.

**Cartridge** / a cartridge heading creates beautiful, even folds in the fabric and a contemporary feel, providing a clean luxurious look. The cartridge is a simple heading that enables the curtains to stack neatly when open.

Pick your style:

## Poles and Tracks

We have a wide range of simple, stylish wooden and metal curtain poles and tracks in a number of different finishes. Our curtain poles and tracks are all available in set sizes which you can easily cut down in your home.

**Poles** / our metal poles are available in three powder-coated finishes (gunmetal, chrome and bronze) and our custom wooden poles are available in five hand stained finishes (matt black, white, antique pine, natural mahogany and ivory woodwash).

**Tracks** / available in all lengths, our tracks are made from aluminium with smooth running gliders in three powder-coated finishes – white, ash and slate.



Double pole / Sheer White Linen





Pick your style:

## Lining for curtains

Lining is the fabric that is added to the back of your curtain. It can have a big impact on the darkness and the temperature of your room.

**Unlined** / the simplest option, it allows the fabric to hang naturally and lets light through the weave of the fabric. Unlined curtains work equally well for sheer, floaty fabrics and heavier ones like wool.

**Thermal** / this lining is ideal for creating a bit more insulation between your window and the room. The tight weave lining traps cold air between the window and your curtain and keeps the room warm in winter and cool in summer.

**Blackout** / ideal for light sleepers, blackout lining blocks out the early morning light and ensures you'll wake up in your own good time. Blackout lining can be added to any Stitched curtain.

**Lined** / curtains with this lining have a bit more structure, offer a little bit more insulation and protect the main fabric from direct sunlight. We use a high quality ivory cotton to line your curtains. Lining is perfect for mid-weight fabrics like Cotton Twill and Cotton Weave.

**Interlined** / interlining gives your curtains a traditional luxury feel. A thick, padded lining is stitched between your fabric and the cotton lining before your curtains are made. Interlining works well with light weight fabrics like Silk and mid-weight fabrics like Cotton Twill.

Pick your style:

## Pooling

Pooling is where the curtains meet the floor. You can choose whether the curtains are just touching the floor or how much fabric you would like to gather at the bottom of your curtain.

**Just touching** / creates a sharp, modern look and is super easy to clean around.

**Normal pooling** / we add 5cm of fabric to your curtain to create a little bit of luxury without the fuss.

**Generous pooling** / we add 12cm to your curtain so that the fabric spills luxuriously over the floor.

Normal pooling / Hemp Lead + Sheer White Linen



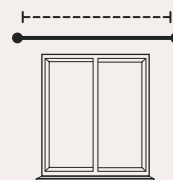




## How to Measure for curtains

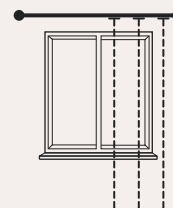
Getting the right fit doesn't need to be hard. We've got a few tricks up our sleeve that'll help you breeze through it.

### CURTAINS WITH A POLE



01

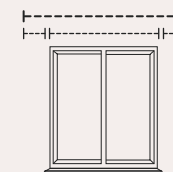
**Width** / measure the width of your pole between the pole ends.



02

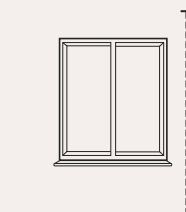
**Height** / measure from the bottom of the pole to the floor in three places and take the longest measurement.

### CURTAINS WITHOUT A POLE



01

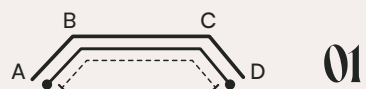
**Width** / measure the width of your window frame. Add **10–20 cm** of stack-back (depending on your preference) to each side per 1m of window frame (e.g. for 2m window frame add **20–40cm** to each side).



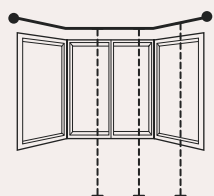
02

**Height** / measure the height from where you would like to install your pole to the floor.

## BAY WINDOW CURTAINS --- WITH A POLE

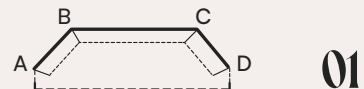


**Width** / measure the distance between the ends of your poles (A – D).

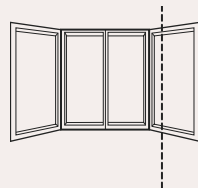


**Height** / measure from the bottom of the pole to the floor in three places and take the longest measurement.

## BAY WINDOW CURTAINS --- WITHOUT A POLE



**Width** / measure from outer edge of window frame (A) to bend (B), bend (B) to bend (C), bend (C) to outer edge of window frame (D) and the bay opening (A to D).



**Height** / measure the height from where you would like to install your pole to the floor.

**Need a helping hand?** If you're unsure how to measure, install or choose the right fabric for you, get in touch with the Stitched team. You can book in a call at a time to suit you via our website and get your questions answered from the comfort of your own home.

Wool Glacier

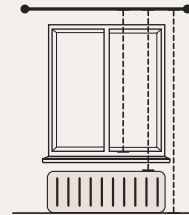




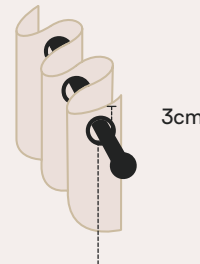
Ian Mankin Ticking 01 Smoke

## Measuring for curtains

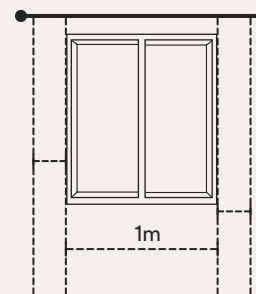
### Top tips



**Shorter curtains** / measure from bottom of the pole to the height you would like the curtains to hang.



**Measuring for eyelet curtains** / measure from the TOP of the pole to the floor and add 3cm. Remember your pole must be less than 3cm in diameter for eyelet curtains.



20cm

10-13cm

**Stackback** / how much width to add to each side of your window. All interlined curtains, cartridge and goblet curtains add **20cm** to each side per **1m** of window. All other curtains add **10-13cm** to each side per **1m** of window, depending on your preference.

## Why choose Our blinds

Nearly all of our fabrics can be used to make roman blinds that fold perfectly in to neat pleats when open. So, you have the choice of over 300 fabrics to create yours! We also offer roller blinds, so there is something to suit every home and every window. Choose blackout for a good night's sleep or sheers for some privacy to let the natural light flood in.

The Nudes Vintage Oatmeal







Pick your style:

## Chains

We keep it simple offering two clean metallic finishes for our roman and roller blind chains; chrome and brass.

All of our blinds meet UK legislation for safety. They'll be made to the specified length and by design, will disconnect when pressure is applied. Don't worry, if this happens by accident we can show you how to put it back in place.

By law, all blinds with chains need to be secured with a child safety device or hook to keep the controls taut and the chain has to end at least 1.5m from the floor. Chains that are too long, or not secured properly can pose a risk of strangulation, so we make sure that we supply all of our blinds with the right components so that this can be avoided.

Brass chain / Classic Transparent Roller

Pick your style:

## Lining for blinds

Lining is the fabric that is added to the back of your blind. It can have a big impact on the darkness and the temperature of your room.

**Unlined** / the simplest option, letting the light through the weave of the fabric and allowing it to hang naturally.

**Blackout** / ideal for light sleepers, blackout lining blocks out the early morning light that would otherwise come through the blind, ensuring you'll wake up in your own good time.

**Lined** / adding a lining to your roman blinds makes them look fuller and more luxurious. The lined finish gives a nicely tailored look and makes sure that your roman blind will stay looking smart.

Classic Cotton Bryn

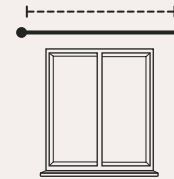






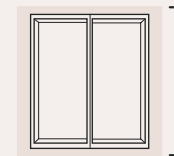
## How to Measure for blinds

### INSIDE RECESS



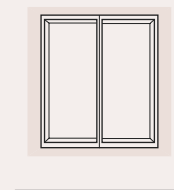
01

**Width** / measure the width inside the recess (wall-to-wall) at the top, middle and bottom. Take the narrowest width.



02

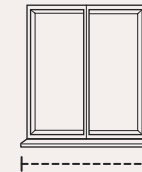
**Height** / measure the height inside the recess (wall-to-wall) in three places. Take the longest measurement.



03

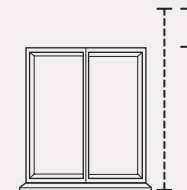
**Installation height** / measure from the height you will install the blind to the floor.

### OUTSIDE RECESS



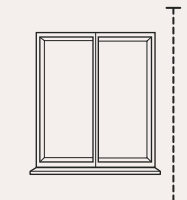
01

**Width** / measure the window sill width.



02

**Height** / measure from where you would like to install your blind to the sill (we recommend up to 30cm above the window frame, if there's space).



03

**Installation height** / measure from the height you will install the blind to the floor.



Which to choose?

## Curtains vs Blinds

Choosing between curtains and blinds doesn't need to be hard. We've weighed up the pros and cons for you.

**Blackout** / getting the best blackout is an art. Curtains are generally the best solution as they will cover more of the window. Roman and roller blinds will block some, but not all of the light out.

**Privacy** / want to avoid the stares of nosey neighbours? Gone are the days of twitching net curtains --- simple sheer curtains give you all the privacy you need whilst looking super smart. And if you prefer blinds, we offer transparent roller blinds.

**Pets and children** / all Stitched blinds comply with the regulatory standard for child safety so no need to worry about this when choosing between curtains and blinds. But if your furry friend is prone to climbing the curtains, blinds could be a better fit.

**Budgets** / when doing up your home, budgets come into play. Curtains use more fabric than blinds which does make them slightly more expensive.







Silk Blue Moon

## How to achieve Blackout

- 01 Lining, lining, lining** --- it may sound obvious, but be sure to choose blackout lining for your curtain or blind. This will stop lighting coming through the fabric.
- 02 Curtains or blinds** --- as a rule of thumb, curtains will block more external light than roman blinds. Make sure your pole and curtain is 15-20cm wider than your window on each side and is installed at least 20cm higher than the top of the window.
- 03 Recessed is best** --- recessed windows are the best for achieving maximum blackout. By installing a simple blackout roller blind inside the recess, you can block out a lot of external light. To get even better results and a touch more style, mount a curtain (or roman blind) outside the recess.

Need a little

## Inspiration?

Our blog is full of tips, tricks and inspiration. Step into a Stitched home and check out what our products really look like. Luke chose our Flax fabric in Sunset for his study to complement his artistic and colourful style.



Our workshops ---

## Where the magic happens

All of our suppliers have been assessed for their social and environmental performance and their supply chain transparency following B Corp standards.

**Suppliers** / we believe local supply should meet local demand --- less criss-crossing the globe means a lower carbon footprint. Where possible we use UK suppliers for our fabrics. When this is not possible, we will tell you and look for the best alternative abroad that balances the need for beautiful high quality fabrics with the impact that importing them from further afield has on the environment.

**Sewistas** / our sewistas are a little bit different. Instead of using large factories, Stitched works with independent makers each chosen for their decades of experience and the quality of their needlework. Each product is patiently hand stitched in a single workshop, rather than hurriedly manufactured by many hands in a factory. We find this patient approach produces a superior product that will stand the test of time.





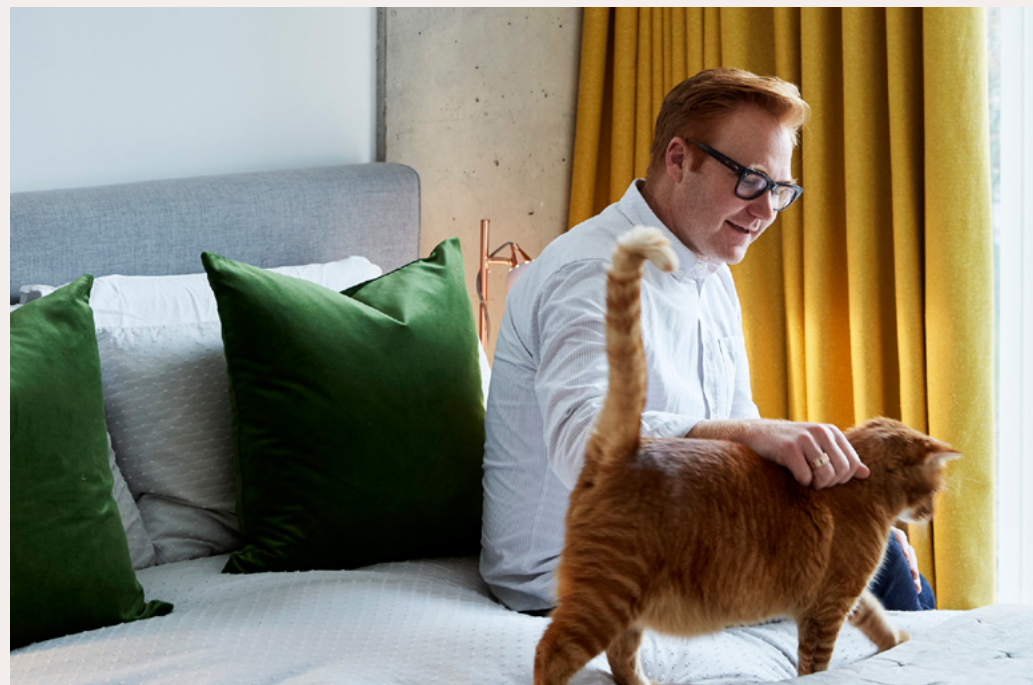
Don't just take our word for it ---

## What our Stitcher's say

**Fiona** --- "Stitched made me 3 sets of curtains and 2 roman blinds, all are beautifully made. Whole process was very easy and clear from how to measure through to how to install. All questions were answered promptly and easily. Love that their fabrics are ethically sourced and curtains blinds etc are sewn in the UK. Would definitely use again and recommend to others. Thanks for a great service."

**Sarah** --- "Excellent customer service from the team at Stitched, from start to finish the team were super helpful with useful guides available. I absolutely love my new curtains and they are such good quality."

**Theo** --- "Great company, super friendly customer service and definitely felt like they went the extra mile, which from previous experience with bigger companies your requests fall on deaf ears and you get a cookie cutter customer service experience. The blinds fit perfectly and I'm very happy with them, would definitely order again, the process was smooth and easy."



**Will** --- "Very happy with my curtains from Stitched. They were exactly as described, fit perfectly, arrived promptly and above all look great. Would use definitely use again."

**Claire** --- "What great quality curtains! I ordered two pairs of fully lined cotton weave curtains, for a bedroom and my living room. They came perfectly packaged and ready to hang. They look amazing, and the lining keeps the rooms really warm."

**Sabrina** --- "Fantastic quality curtains. Feel and look very modern and luxurious. Really good service and excellent 'how to' instructions. One of my absolute top brands - I'm sure I'll order from them again."

**Jonny** --- "Great quality curtains and super helpful team on hand to answer any questions I had along the way. Would recommend to friends and family without a doubt."

# STITCHED



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