



## Hunter Douglas Window Fashions Division Trade Show Direct Mail

### PROJECT

Direct Mail Brochure and Custom Envelope,  
Prompt for Participation in Trade Show

### CLIENT

Hunter Douglas Window Fashions Division  
Brand Manager

### TARGET AUDIENCE

Window Covering Dealers, Architects and  
Interior Decorators

### SITUATION

Provide target market with a sneak  
preview of two new fabric designs.  
Indirectly promote attendance at the  
American Society of Interior Designers  
Trade Show. Promote immediate sales  
through Hunter Douglas by initiating target  
audience to order sample books  
from fabricators.

### SOLUTION

Created a die-cut brochure using fold-in  
panels to display the new fabric samples.  
The exquisite quality of the new products  
were enhanced by full-color photography. Background  
graphics reinforced the texture of the new fabrics. Art  
directed the photoshoot for the background image and  
one of the room shots, other photography was supplied  
by this client. The fabrics and marketing piece  
encourage the ordering of sample books to stimulate  
immediate sales.

### DESIGNER'S ROLE

Conceptualized brochure design and development and  
provided art direction for background graphics,  
photography, brochure design and layout. Coordinated  
copywriting, printing and production.

