

FOR IMMEDIATE RELEASE**VISIT THE SHADE STORE BOOTH #801****The Shade Store to Showcase New Custom Window Treatment Collections at the Architectural Digest Design Show**

New Designer Collections on Display will include Exclusive Assortments from Alexa Hampton, AERIN and Sunbrella

Port Chester, NY (March 2019) – The Shade Store, a leading resource for premium custom window treatments, will show at the Architectural Digest Design Show for the fifth time, March 21-24 in New York City at Pier 94. Featuring a selection of new offerings and bestsellers, The Shade Store's booth (#801) will debut a collaboration with designer Alexa Hampton and display recent introductions from Sunbrella and exclusive fabrics by AERIN for drapery, Roman shades and roller shades.

"The AD Design Show is one of the highlights of the design calendar in New York," said Ian Gibbs, Co-Founder and Chief Creative Officer of The Shade Store. "We always look forward to the opportunity to show our customers what's new from The Shade Store, and this year we have three new incredible collaborations that will be on display."

The AD Design Show marks the debut of the Alexa Hampton for The Shade Store collection. Featuring a curated collection of printed blackout roller shades, the Alexa Hampton designs bring a sophisticated and more traditional look to a sleek, modern style of window treatment. Consisting of four small-scale patterns, including stylized animal and geometric Greek prints, the collection can be layered with drapery or stylishly stand alone.

The recently launched Sunbrella Solar Collection will be on display as well. Providing UV protection, fade prevention and glare reduction, the new introductions feature high-performance Sunbrella fabrics that are stain resistant and easy to clean, making them practical for any room or space. The Sunbrella Solar Collection is available in a range of versatile neutrals, including white, oatmeal, ash, grey and slate.

The Shade Store booth at the AD Design Show will also showcase AERIN for The Shade Store which debuted in early 2019. Including both light filtering roller shade designs and soft cotton fabrics in traditional prints, the collection reflects the lifestyle of AERIN founder Aerin Lauder and her family home in the Hamptons. The assortment features a soft color palette of neutrals in warm and cool tones including chocolate brown, pink and blue.

The Shade Store's booth will be open throughout the AD Design Show, March 21-24, 2019. During Trade Day at the show on Thursday, March 21, The Shade Store will host a breakfast with Alexa Hampton from 11AM – 12PM where she will show her new collection and host a cocktail reception in celebration of the new Sunbrella Solar Collection from 3:00PM – 5:00PM at The Shade Store booth #801. To learn more about The Shade Store and its involvement and activity during the AD Design Show, please visit the website at TheShadeStore.com and follow on Instagram at [@TheShadeStore](https://www.instagram.com/TheShadeStore).

ABOUT THE SHADE STORE

The Shade Store is a family-run, premium custom window treatment company with a rich heritage in luxury textiles and interior design. Its exclusive collection of more than 1,300 in-stock fabrics and materials provides customers with an unparalleled level of style and customization options. Every window treatment is proudly handcrafted in the USA by a skilled artisan, hung and tested for quality assurance and ships free in 10 days or less. The Shade Store offers a complete range of design services for consumers and design-trade clientele, including free swatches, free professional window measurements, photo rendering services and nationwide installation services. The Shade Store has 65+ showrooms nationwide. Additionally, The Shade Store is an advocate for environmental sustainability and for every purchase made the company provides the 'gift of shade' by planting a tree in partnership with the Arbor Day Foundation. For more information on The Shade Store, please visit <http://www.theshadestore.com>.

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