



# DraperyAndBedding.com's Style-Builder offers online shoppers the opportunity to build before they buy

Warbasse Design, April 13, 2007

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*Custom bedding and drapery manufacturer increases orders while decreasing confusion by enabling customers to view their final product before ordering.*

PR9.NET April 13, 2007 - When custom design manufacturer DraperyAndBedding approached Los Angeles based web design firm Warbasse Design to build an innovative and high tech website, their main objectives were to respond to customer feedback and stand out from their competition by providing features on their website that would be of fundamental value to their customers.

As a drapery and bedding design boutique in business for close to 20 years, DraperyAndBedding is renowned as much for their accessible customer support services as for their specially made home solutions. With their custom designs featured in homebuilders' model homes throughout the country, DraperyAndBedding's clientele ranges from A-list celebrities to self-proclaimed designer moms.

To offer their customers an enjoyable and unique shopping experience, DraperyAndBedding has installed an online style building tool on their website to allow customers to view different selections and receive pricing information instantaneously. With a style builder for bedding, draperies and panels, valances and cornices, and shades, customers are able to input their dimensions for the product and test the galleries of fabrics and colors ranging from classic elegance to contemporary sophistication.

Customers often rely on the design ideas and suggestions provided by DraperyAndBedding's website and newsletter to help them get started on their home decorations. By applying these and other ideas to the online style builder, customers are able to envision their selected duvet and dust ruffle lighting up their bedroom and their tailored bell valance dressing up their living room window seats. Once the customer has tried out a variety of styles on the builder and has the pricing information for each, DraperyAndBedding encourages them to request a free fabric sample prior to ordering to convert their vision on the online builder into the actual look and feel of the fabric in their home so that they no longer have to buy sight unseen.

By offering an online tool that allows customers to try out a variety of designs and fabrics on all of their products and receive pricing immediately, DraperyAndBedding has been able to address customer feedback and offer its customers online features befitting the celebrities and the self-declared designers they serve.

To learn more about DraperyAndBedding or to test a fabric on their online product builder, visit <http://www.draperyandbedding.com>. To learn more about Warbasse Design's website development and creative concepts, visit <http://www.warbassedesign.com>.

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## About DraperyAndBedding

Design custom drapery and bedding online with our easy to use product designer. With over 400 in-stock fabrics to choose from, it's easy to design a dream room at an amazing price. We provide the latest technology with "old school" service to provide a hassle-free design experience.

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[www.draperyandbedding.com](http://www.draperyandbedding.com)

## About Warbasse Design

At Warbasse Design, our core objective is to help our clients become better known and better understood through the development and deployment of robust online services and media public relations. Founded in 2000 by Philip Warbasse, today our team of designers, developers, illustrators and creative professionals help businesses with varying goals and budgets leverage their investment on the world wide web and various media outlets by creating a holistic approach to their web design, public relations and marketing requirements. For additional information relating online or media PR, visit [www.warbassedesign.com](http://www.warbassedesign.com), email Katie Doling-Bastianelli at [katie@bonovoxpr.com](mailto:katie@bonovoxpr.com) or call 310.883.4258.

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