



512-535-0402

valerie@valeriegriffindesign.com

VALERIEGRIFFINDESIGN.COM

FOR IMMEDIATE RELEASE

Valerie Griffin Design Receives Honors at International Window Coverings Expo 2023

Charlotte, NC, April 20, 2023—Valerie Griffin Design received the First Place Challenging Window Treatment Award at the prestigious 2023 VISION Design & Workroom Competition Awards Gala held at the Charlotte Convention Center in Charlotte, NC. The VISION Design & Workroom Competition, presented and sponsored by Window Fashion VISION magazine, recognizes the industry's best designs and fabrications in a variety of categories. This one-of-a-kind international competition is the Academy Awards of the window covering industry.

A panel of distinguished window covering design and workroom experts reviewed more than 200 entries received from designers in the United States, Canada, Europe, and Japan. Winners were announced during the U.S. window treatment industry's only trade show, International Window Coverings Expo (IWCE) 2023, held at the Charlotte Convention Center April 19-21, 2023.

Valerie Griffin, the owner of Valerie Griffin Design, knew her clients' guest casita required creative problem-solving to cover eight windows of various sizes and depths with room-darkening capabilities. To meet the challenges, Griffin designed custom motorized drapery panels on the bed wall and traversing panels in the sitting area, featuring a horizontal band of blue medallion fabric at the top and a solid neutral texture below. For the patio door and small window above the kitchenette, Griffin designed custom roman shades in the neutral texture fabric with navy banding to tie in the color palette, which envelops the space in aesthetic appeal without overpowering the room.

"The best reward was seeing my clients' delight on install day in their Casita, but receiving First Place, Challenging Window Treatment, for a project I am so proud of was icing on the cake! I was honored to receive this award from VISION Window Fashion Magazine, and celebrating the creativity and hard work of designers and workrooms from across the country at the awards ceremony was a memorable moment in my career." — Valerie Griffin, Owner, Valerie Griffin Design

Valerie Griffin Design offers hourly consultations, room packages, and custom window treatments for a range of budgets, styles, and project scopes. With over twenty years of experience, Valerie Griffin serves Austin-area clientele and virtual clients with a thoughtful, creative, and customized approach, creating inspiring interiors designed to delight.

The VISION Design & Workroom Competition highlights the skills and design achievements of individual designers, design firms, and workrooms. Each year, the competition features a wide range of categories, including curtains and draperies, specialty treatments, whole-room design, and motorized window coverings.

About Window Fashion VISION (WFV): In addition to publishing VISION magazine, WFV produces educational seminars, conferences, and trade shows for the window covering industry. Since 1997, the company has produced the International Window Coverings Expo, the exclusive trade show and conference for window coverings. For more information about the competition or IWCE, please contact Grace McNamara, President and Show Producer, at grace@wf-vision.com.

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