

# CENTERPIECE™

Roman Shades



**NORMAN®**  
SHUTTERS. BLINDS. SHADES.





# CENTERPIECE™

## Roman Shades

Capture the spirit of exceptionally tailored draperies more conveniently and in a sleeker profile. Experience reengineered hardware, double duty construction, and advanced lifting technology. Explore the endless possibilities. Discover a modern take on a story steeped in old-world tradition.

Flat Fold with Batten Back in Milk with Deep Ocean Edge Banding



# HOW TO CHOOSE

## 1. SELECT FABRIC

Explore fresh colors, textures and opacities as you browse our gallery of fabrics, specially selected to be worry-free. Our fabric collection embodies stylishness with endurance, optimal light/ privacy control with poise.

## 2. SELECT LINING

Each roman shade comes with your choice of a translucent or blackout lining to accompany your fabric selection. Our linings provide an extra layer of insulation and have a pleasant streetside appearance.

## 3. SELECT FOLD STYLE

Personalize your shade with a fold style to finish-out your décor. Soft Fold offers a more relaxed look and adds volume to your window opening. Flat Fold, with or without seams, offers a clean and modern look, but is also a versatile enhancement to almost any décor.

## 4. SELECT SHADE SYSTEM

Select from our innovative shade systems, featuring reengineered hardware and award-winning lift technology. Continuous cord, continuous cord with SmartRelease™, cordless, motorized, or day & night shade, there's a perfect shade system befitting your lifestyle.





Flat Fold with Batten Back in Cosmic Latte

## Customize Your View

Whether you're looking for a functional solution to light control and privacy, or a textured update shimmering with elegance and sophistication, the roman shade collection delivers the quality, innovation and versatility that make it a true icon of style.

## Luxury Fold Options

Show your exquisite taste and select from luxury fold options. Choose Flat Fold for a polished look rooted in simplicity, so perfect it harmonizes with virtually any décor. For a more decorative flare, choose Soft Fold, featuring a distinctive teardrop contour that adds fullness and volume to your window opening.



The background of the entire page is a close-up photograph of several different fabric textures. On the left, there are warm-toned fabrics in shades of cream, beige, and light brown, some with a fine weave and others with a more pronounced texture. On the right, there are cooler-toned fabrics in shades of light blue, teal, and dark navy, also featuring various weaves and textures. The lighting is soft, highlighting the tactile qualities of the materials.

# A WORLD OF FABRICS

Handcrafted from the finest fabrics, previously available only through custom draperies - from muted grays, pastels and earth tones; the luminousness of luxury silk; to the latest in heritage-inspired embroidery and weaves. Our gallery of fabrics will not only elevate your style, but also improve the comfort of your home.





Flat Fold with Batten Back in Moss Green F1101



Flat Fold without Seams in Dark Cerulean F1079





Flat Fold without Seams in Oatmeal 0003





Flat Fold without Seams in Oatmeal 0003



# LINING OPTIONS

Choose a translucent lining for gentle light diffusion. Or a blackout lining for room darkening and to reduce glare. Our linings are made to enhance the comfort of your space, and are neutral colored to provide a pleasant streetside appearance.



**Translucent**



**Blackout**





Flat Fold with Batten Back in Sky Blue F1073





## FOLD STYLES

Experience sophisticated customized styling. Choose one of our Flat Fold styles for a sophisticated look that's both simple and streamlined chic. To add volume and depth, choose Soft Fold.

Flat Fold with Batten Back in Warm White with Black Edge Banding



Flat Fold without Seams



Soft Fold



Flat Fold with Batten Back







# LIFT SYSTEMS

Smooth, dependable and quiet performance for any application. Experience award-winning lift technology, evoking modern stylishness that's effortless to achieve. See, feel and hear the difference.

## CONTINUOUS CORD WITH SMARTRELEASE™

Continuous cord is a very popular option for larger or heavier roman shades. The SmartRelease™ innovation allows the convenient "release" of the shade while it is in an upward position.

### **Superior Convenience and Saves Time**

Once released, the shade smoothly and quietly lowers to a completely closed position automatically ...so that you can move onto something else.

### **From Chore to Daily Magical**

The technology makes daily lowering of the shade effortless, while it significantly reduces the likelihood of cord fray and other cord-related problems, which may occur after prolonged use.

SmartRelease™  
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Continuous Cord  
(Optional SmartRelease™)



Aerolite™ Cordless



Motorization



Continuous Cord Day & Night Shade  
(Optional SmartRelease™)



Aerolite™ Cordless  
Day & Night Shade



Motorization  
Day & Night Shade



# AEROLITE™ CORDLESS LIFT SYSTEM

## Patented Technology

Our patented Aerolite™ Cordless Lift System enables easy raising and lowering of the shade - with ultra-premium cordless control. When raising and lowering, Aerolite™ delivers a smooth experience that's quieter and more dependable.

## Better Insulation

The unique system comes with additional lining, working as an extra layer of insulation for your window.

## Easy and Intuitive Control

To lower, gently pull the concealed shade handle downward to lock it into place. To raise, gently pull the handle downward and let the shade rise automatically to the desired position and lock.

## Convenient and Safe

The cord-free design eliminates unsafe and unsightly cords to ensure child and pet safety. Norman® is an active participant in the WCMA "Best for Kids™" safety certification program. Products designated "Best for Kids™" are certified to have inaccessible inner cords, or have inner cords that cannot in any way create a hazardous loop.







FRONT

### Child & Pet Safety

No Dangling Cord



SIDE

### Improved Energy Efficiency

Additional Lining



BACK

### Enhanced Curb Appearance

Back Valance

No Exposed Cords

Child Safety



SCAN TO WATCH



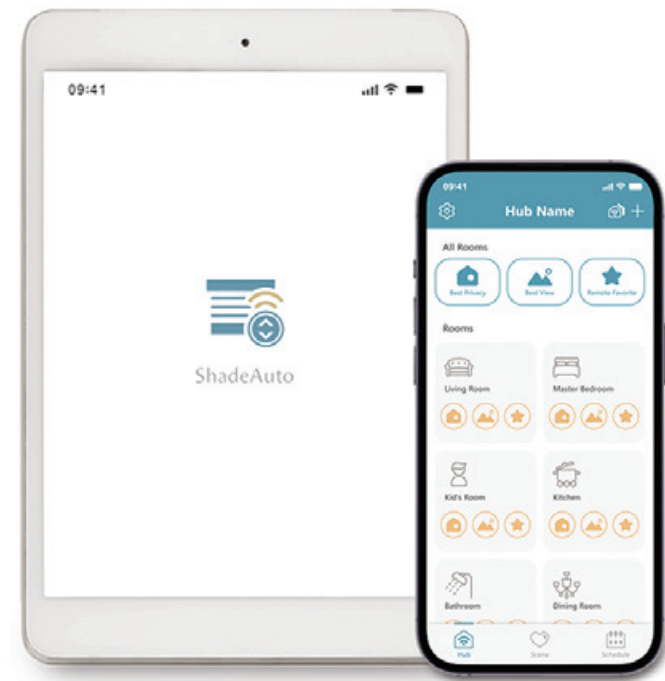


# NORMAN® SMART MOTORIZATION

## Control Your Smart Shades from Anywhere in the World

- **Ultimate Convenience at Your Fingertips:** Seamlessly control your shades with the touch of a button. The intuitive ShadeAuto™ app allows you to schedule opening and closing times, adjust settings remotely, and effortlessly manage multiple windows or rooms at once.
- **Improved Comfort & Energy Efficiency:** Optimize energy consumption by using preset schedules. This helps regulate indoor temperatures, reducing the need for excessive heating or cooling.
- **Enhanced Privacy and Security:** Schedule your shades to open or close at specific times, even when you are away, enhancing security and privacy in your home.

Smart Motorized Roman Shades are your ultimate solution for modern living, offering a seamless blend of convenience, style, safety and energy efficiency.









# AUTOWAND™

## AutoWand™: Shade Automation Made Simple

- Convenience and Easy Operation
- Budget Friendly
- Easy to Charge



Easy & Eco-friendly Recharging



SCAN TO WATCH



## Day & Night Shade

Like two shades in one, the day & night shade features a roman shade in front and a roller shade in back, with your choice of blackout or sheer fabric. Our dual system gives you extra versatility, whether your plans include hosting an elegant weekend gathering or simply kicking back during downtime.





## Rear Roller Shade Options

Choose a sheer or light filtering fabric to gently filter out unwanted glare. Or choose blackout fabric for a room darkening effect.



Flat Fold Day & Night in Woolen Gray F1070 and Linen Weave





## Ribbon Banded Shades

Choose one of our ribbon banded shades to create contrast and to further refine your personal style. Available only in Flat Fold with batten back, our ribbon and fabric combinations are a sophisticated way to embrace the modern. A bit of boldness never goes out of style.



## Edge Banded Shades

Edge banding is an elegant accent option for the Flat Fold with Batten Back shade style. Edge banding creates a beautiful 2.5" rim finished border on the bottom and sides of the shade-for a smart, personalized look and alluring pop of color.





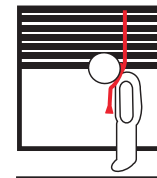
Flat Fold without Seams in Ash Gray F1078





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**! WARNING/  
ADVERTENCIA**



**Window Blind Cord Strangulation Risk**

Window blinds with a damaged or loose tension device or retractable cord that fails to fully retract pose a strangulation risk to children. To avoid this potential strangulation risk, consider purchasing cordless products or products with inaccessible cords

**Riesgo de Estrangulamiento en Cuerdas de Persianas**

Las persianas con un dispositivo tensor suelto o dañado o con una cuerda retráctil que no se ajusta completamente representan un riesgo de estrangulación para los niños. Para evitar un posible riesgo de estrangulamiento, considere comprar productos inalámbricos o productos con cuerdas inaccesibles