

Custom

HOME STYLE • DESIGN MAGAZINE

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**OH, HOW THINGS
CHANGE**

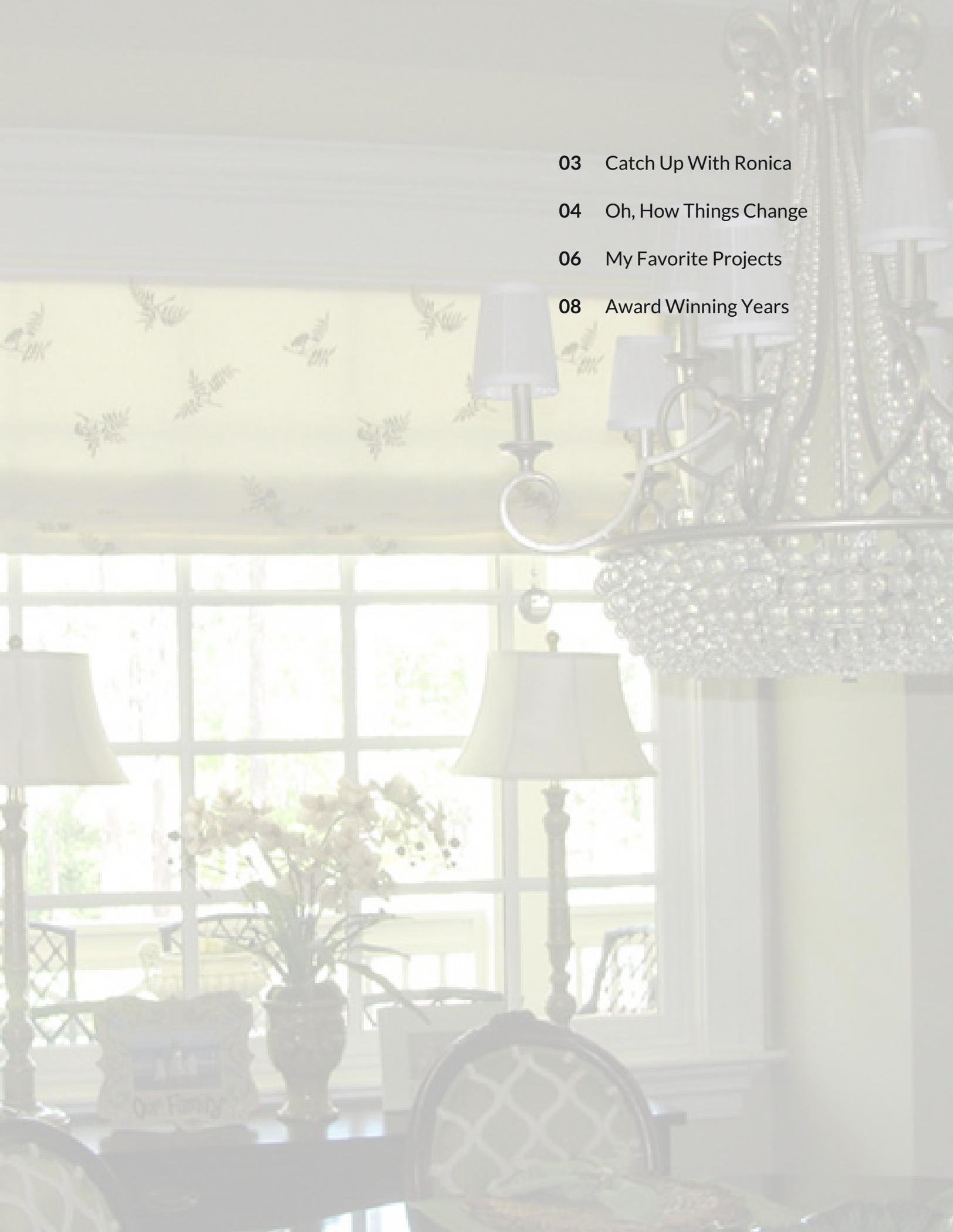
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CATCH UP WITH RONICA



I am so excited to be celebrating 20 years in business in 2021! I have to note that I began my business in 2001, a year of great tragedy due to terrorists attacking the United States on 9/11. And now, 20 years later, we're in the middle of the most devastating world pandemic since 1918.

I am extremely grateful to have a thriving business that I can celebrate when so many businesses are shuttered. I owe that success to my incredible clients who believe in shopping local, and most importantly believe in me. I dedicate this newsletter to those who have supported me in the past and those I hope to work with in the future.

Here's a little nostalgia for you: in 2001, the movie *Shrek* was released--so unique and entertaining! And "Independent Women," by Destiny's Child, was a huge hit. I was certainly trying to be a money-making, independent designer, but it took a few years to get there.

Denim miniskirts, UGG boots, ripped jeans and flip-flops were just coming into style that year.

When it came to window treatments in 2001, silks and swags were popular. Jewel tones were the favored color palette. We also used a lot of tassel trims. Remember those? Tassel trim has come back in style for earrings and necklaces. Maybe that's an indication that they'll come back for window treatments too.

Now, many of my clients are interested in drapery panels and roman shades in neutral tones, blues and greens, with a little trim. When trim is used, it's more of a flat banded trim. Swags are coming back in style too!

Surprisingly, my most notable style--my hair style--hasn't changed throughout the years, as you'll see on the next page, but my business cards have gotten more sophisticated.

Here's to better, more stylish days ahead!

Ronica VanGelder

Owner, Ronica's Custom Creations

OH, HOW THINGS CHANGE



2008

2013

2021

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specializing in custom sewn
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My Favorite Projects

Throughout my twenty years in business, I have many wonderful memories of meeting new clients and getting to know them as we worked together to make their final project everything they'd envisioned, and often even better. But one of my favorite projects was updating a teenage girl's bedroom. I'd worked on several redesigns with Marlow's mother in the past and looked forward to working on the historic 1920's Wendell property again. It was a beautiful home, so full of character.

This time, Marlow was my client—one of my youngest—and she made it very easy by creating a Pinterest board that she shared with me. She also helped by painting her walls, with a little help from her mom, before we got started.

When I first met Marlow, she wanted a black and white room. But as we began exploring all of the colors she was attracted to, and I showed her different fabrics and ideas for the valance, she chose the cheerful blue and lime green prints pictured to the right. Don't you love that pop of pink in the trim and the neckroll pillow? The final project was perfect for a young lady—a more adult bedroom with a touch of playfulness.

I caught up with Marlow's mother recently and found out that Marlow is studying abroad in Scotland. Her mom hasn't changed her bedroom at all—keeping it just as it is so when Marlow returns, she'll feel right at home.





This circus-themed baby's room is another one of my favorite projects. I really enjoyed the challenge of creating the tent! The button and tassel embellishments added so much charm and authenticity to the design. And, of course, the flag on top was the perfect finishing touch. Knowing that I've helped so many clients design their perfect space—sometimes their favorite place on Earth—fills me with pride.



Two of my favorite projects on display for anyone to see are the bridal suite and the bridesmaids' room at Rose Hill Estate in Nashville, North Carolina. After consulting with the manager and wedding coordinator, I created these simply elegant window coverings that are the perfect backdrop for wedding photos. You can see some of those photos on the [Rose Hill website](#) from a wedding photo shoot that took place shortly after the redesign.

Award Winning Years

One of my proudest achievements was my first award, when Window Fashions Magazine presented me with Honorable Mention in the Designer's Debut category of the 2007 WF Envision Design Competition. My client had sheers on her windows from JCPenney, but didn't like the simple look. Since she had a limited budget, I repurposed her sheers by turning them into fancier swags that she absolutely loved! I was honored again in 2010 with a Window Fashion Vision Award-1st Place in Combination Treatments in the Workroom. I entered this beautiful embroidered sheer Austrian shade with valance overlay, cascades and trim detail.

I owe much of my success to a commitment to continuous education through industry associations such as the Window Coverings Association of America (WCAA). They have several chapters around the country, including Raleigh. I joined WCAA during my first year of business when the local chapter was just starting up. I don't think I'd still be in business if I hadn't joined. I have served as president twice and will be serving as secretary for a second term this year. I have made some great friends and connections through this association.

I believe small businesses need to band together to be more successful and that means helping each other—by shopping local, and also by sharing information and advice. If you're interested in starting your own business, remember that you don't have to do it all! Here's some valuable advice I was given: Hire someone to clean your house. And hire out other business tasks that you don't feel confident in handling or don't like to do. I hate to install window treatments, so one of the first things I did was get a professional installer. Another suggestion is to get an accountant. They will save you tons of money and headaches.



HONORABLE MENTION BEFORE



HONORABLE MENTION AFTER



1ST PLACE COMBINATION TREATMENTS