



CURTAIN CALLS SINCE 1934 - ICONIC RETAILER MOVES TO A NEW LOCATION

For Immediate Release

August 30, 2018, Green Brook, NJ - Fabricland, the legendary NJ Retailer, has moved to a new location. After 57 years in North Plainfield, they have moved two miles down the road to 270 Route 22 in Green Brook.

Fabricland and their sister company, *Metropolitan Window Fashions* have been in business for 85 years, continuously owned by the same family. In 1996 they were honored by *NJ Monthly Magazine* as the NJ Family Business of the Year.

Bruce Heyman, owner and grandson of the founder, explains the reason for the move. “Our business is now 75% Window Fashions and 25% Fabric. The building we have occupied for the past 50 years was outdated. We are delighted to move into an 8500 square foot showroom that will highlight our *Hunter Douglas Gallery*, the largest in NJ, along with custom and readymade drapery displays.”

“We have two businesses under on roof. Metropolitan Window Fashions may be larger because most of our in-home decorating service, but Fabricland will have the larger footprint in the new store. We will continue to stock dress, quilt, drapery and upholstery fabrics.”

Fabricland operates from the one location in Green Brook offering fabrics, notions, sewing machines and sewing classes for adults and children. *Metropolitan Window Fashions* has locations in Green Brook, Route 17 in Paramus and the Upper West Side in Manhattan.

85 Years – Three Locations – Four Names – 50 Employees

Company founder, Philip Heyman came to America as an orphan 100 years ago. He started *Chain Decorators* at the height of the depression with the goal of opening a ‘chain’ of decorating stores. From 1934-1952 *Chain Decorators* built and maintained stores in Plainfield, Westfield and Somerville.

In 1952, the business moved from downtown Plainfield to Route 22 in Green Brook (at the time, known as Route 29), and changed it’s name to *Highway Mill End*. That was the name of their new store opened in North Plainfield in 1961 when second generation Jay Heyman joined the firm. In 1963 a contest was held to name the new store and *Highway Fabric Land* was chosen, later shortened to *Fabricland*.

In 1999, owners Jay and Gertrude Heyman retired. Coincidentally, so did Louis Nassau of *Nassaus Window Fashions* in Paramus. Bruce Heyman promptly purchased Nassaus to continue the expansion of his custom decorating business.

In 2004, upon opening a third store, this time in Manhattan, the *Metropolitan Window Fashions* brand was established. Currently, Metropolitan is the largest independent retailer and Hunter Douglas dealer, of window fashions in the metro area. They employ 50 employees across three stores serving the residential, commercial and design community for draperies, motorized shades, blinds, shutters and smart homes.

For more information, or for a free in-home decorating consultation, contact *Metropolitan Window Fashions* at 877-722-1100 or windowfashions.com. For information on fabrics or to register for sewing classes, call 908-755-4700 or fabricland.com.

NJ Family Business of the Year
North Plainfield - at *Fabricland*
Paramus - formerly *Nassaus*
New York - *Upper West Side*
fabricland.com

Draperies & Window Coverings Retailer of the Year
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469 Amsterdam Avenue, NY, NY 10024 212-501-8282 Fax 501-8220
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