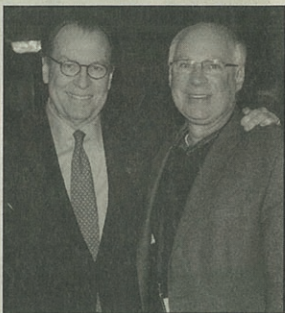


Designer Barnett 'reflects' on 50 years in business

Marblehead resident Joe Barnett can't quite believe that 50 years have passed since he started selling drapery fabrics at his family's stores in Malden, Newton and Salem. He was 12 years old then, and by the time he got his driver's license, Barnett was busy coordinating the production of draperies when the Malden store moved to Saugus. Back in 1957, the cost to make a pair of draperies was \$1, plus 50 cents to line them. He also learned how to install them in his customers' homes and developed a real knack for providing decorating advice and insight.



COURTESY PHOTO

Joe Barnett, right, owner of The Reflective Designer, is shown with Marv Hopkins, president and CEO of Hunter Douglas North America this past January.

His love of the business continued right through college where he found time to service his drapery and window treatment customers and work in his father's store. But, in 1979, a major fire destroyed the business, and Barnett ventured out on his own. A year later, he founded The Reflective Designer, a service that provided custom window treatments and decorating services. From his office, he booked appointments and made complimentary shop-at-home calls to residents interested in shades, blinds, draperies and fabrics. With a "work-room" team of suppliers, stitchers and installers, word of his business spread as he started selling to friends, and then to friends of friends.

In the mid-80s, the advent of mini-blinds and vertical shades launched Barnett's business, and he became a leading dealer in the Boston area. With this success, he went on to become active in the Window Coverings Association of America, representing the northeast on the organization's board.

During this time, Barnett expanded his sights, opened a showroom in Middleton and hired interior designer Elaine Monaco, a Swampscott resident, to join his team.

Last year, The Reflective Designer added three more decorators to the staff and became part of the **Exciting Windows!** network, a national brand of Shop at Home custom service, which is backed by guarantees, competitive pricing and high quality standards. Additionally, Swampscott was recognized this past year by the Hunter Douglas company for his commitment to selling the most innovative products in the industry.

For more information, visit www.reflectivedesigner.com or call 781-631-8598.