

FREDESIGNER TREND REPORT

2026 Custom Curtains & Roman Shades Trend Report

How US shoppers are choosing linen textures, blackout bedrooms, Roman shades, layered windows and simpler made-to-measure guidance.

CATEGORY

Custom
curtains and
shades

AUDIENCE

US home
shoppers

**PRIMARY
NEED**

Confidence
before
measuring

PRESS

press@fredesigner.com

Executive summary

Custom window treatments are moving from a decorator-only purchase into a more accessible online home refresh. The shoppers Fredesigner serves are not only asking what looks good. They are asking what will fit, what will block light, what will feel natural in person and how to avoid an expensive measuring mistake.

This report frames six editorially useful themes for 2026: natural linen texture, blackout comfort, Roman shade function, layered window treatments, free swatches and measurement guidance.

Trend 1: Linen texture becomes the easy designer signal

Linen and linen-blend curtains remain attractive because they create softness without making a room feel formal. The look is relaxed, tactile and easy to pair with neutral walls, wood furniture and warm lighting.

For editors, this creates a practical service angle: how to use custom linen curtains for a designer look without hiring a full-service drapery workroom.

Reader takeaway

Choose linen or linen-blend curtains when the goal is texture, movement and softer daylight rather than maximum darkness.

Trend 2: Blackout is becoming a room-planning decision

Blackout curtains are no longer only a sleep product. Shoppers now connect blackout lining with privacy, glare control, nursery design, media rooms and temperature comfort. The most useful stories explain lining, return rods, fabric weight and edge light leakage in plain language.

Editorial opportunity: "The best blackout curtain is not only the darkest fabric. It is the right fabric, lining, width, height and installation approach working together."

Trend 3: Roman shades solve compact and layered windows

Roman shades fit rooms where full drapery can feel heavy: kitchens, bathrooms, narrow bedrooms, apartments and windows above furniture. They also work as a layered base beneath softer curtains when a room needs both privacy and texture.

Roman shade story:

compact rooms, kitchens, bathrooms and windows above furniture.

Bamboo shade story:

natural texture, filtered daylight and warmer layered-window styling.

Layered window story:

privacy, softness and light control in one room plan.

Trend 4: Layered windows answer privacy and softness at once

Layered window treatments let shoppers combine sheer, light-filtering and blackout functions without making a room feel flat. A sheer layer can soften daylight while an outer curtain or Roman shade adds privacy, color, pattern or insulation.

- Bedrooms: blackout panels plus a softer decorative layer.
- Bathrooms: cafe curtains plus a high-mounted Roman shade.
- Living rooms: linen curtains plus bamboo or woven texture.
- Street-facing rooms: privacy layer plus decorative drapery.

Trend 5: Free swatches are becoming part of the buying journey

For custom window treatments, swatches are not a small upsell. They are a trust step. Color, texture, opacity and weight change under real room light, and shoppers need to feel that difference before they order custom sizes.

Swatches: compare color, opacity, weave and fabric weight in the actual room.

Measurement: reduce friction by explaining rod width, finished length and fullness.

Custom drapery: position made-to-measure curtains as a simpler room finishing step.

Trend 6: Measuring anxiety is the real conversion blocker

Many shoppers want the custom look but hesitate at the measurement step. The winning content for this category will not only say "made to measure"; it will show how to measure curtains, choose width, confirm height, plan fullness, select mount type and understand lining before checkout.

- Use plain English over workroom terminology.
- Show finished width and finished length examples.
- Explain when to measure the rod or track instead of the window glass.
- Offer swatches before custom product commitment.
- Make room-use decisions visible: bedroom, nursery, kitchen, living room, patio door.

Editorial support available

Product samples

Linen curtains, blackout curtains, Roman shades, bamboo shades and fabric swatch kits.

Commentary

Measurement guidance, fabric choice, lining, fullness, privacy, blackout use cases and layered window treatments.

Images

Press contact

Room imagery, product details, swatches and measuring support visuals.

press@fredesigner.com
<https://www.fredesigner.com/pages/press>

About Fredesigner: Fredesigner offers custom curtains, Roman shades, bamboo shades, fabric swatches and measurement guidance for shoppers planning room-ready window treatments online.

This report is intended for editorial planning, shopping coverage and home design research. Product availability, images and sample options may change.