



Hiroko Masuike for The New York Times

The Shade Store, an online retailer of moderately priced window treatments, now has a showroom at the Conran Shop in Manhattan. Samples of the company's entire line of shades, drapes and blinds will be available there, but only the more modern products will be on display, reflecting the Conran Shop's aesthetic, said Ian Gibbs, one of the Shade Store's owners. The store will offer free design and installation advice because "a lot of people have trouble visualizing what would look best in their home," Mr. Gibbs said. And visitors will receive a coupon for free shipping that can be applied to orders placed at the company's Web site. The Shade Store at the Conran Shop, 407 East 59th Street (First Avenue), (800) 754-1455, theshadestore.com. MICHAEL HSU