



SHADING
SPECIALISTS

The Shading Index

A REFERENCE FOR INTEGRATED DESIGN

Our Story

Our story begins in Edgware, North London. In the years following the Second World War, as the country rebuilt, a spirit of craftsmanship and determination inspired many, among them, John Albert Goode. In 1955, at just twenty one, John founded Goode Brothers alongside his wife Elsie and brother Brian. Their vision was simple: to create beautiful, bespoke home furnishings crafted with care and precision.

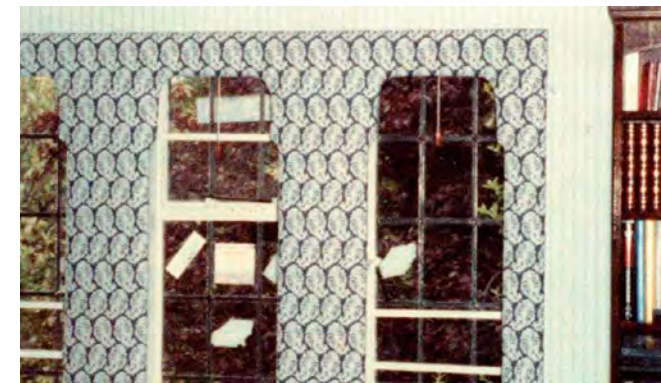
By the 1970s, the company's reputation had grown, completing projects for Harrods, The Ritz, and a number of international clients. This success led to the formation of Edgware Decor, later evolving into Decor Interiors in the 1980s, as John, Elsie, and their son Graham continued to expand the family business.

Now led by the next generation, the company remains proudly family owned, with all products made to measure by skilled craftspeople.

Today, Shading Specialists continues this legacy. Our in house team combines traditional craftsmanship with modern innovation, delivering bespoke shading and soft furnishing solutions across residential, commercial, and hospitality projects. Guided by decades of expertise and enduring family values, we remain dedicated to enhancing the way people live through design, detail, and light.

Shading Specialists Ethos

The personal care of a family business, delivered with the professionalism and precision of a corporate enterprise. For over half a century, we have been dedicated to enhancing the quality of living through beautifully crafted shading and soft furnishings.



Technical and Specialist

With over seventy years of heritage and more than a century of combined expertise, our Specialist Installation Team embodies precision, reliability, and craftsmanship. Guided by expert surveyors and technical specialists, we translate design intent into flawless reality with accuracy and care.

From bespoke residences to landmark commercial and hospitality spaces, every installation is executed with precision and respect for architectural detail. Each component is handled with care, every fixing discreetly concealed, and every alignment perfected for a seamless finish.

Professionalism defines every project, delivered efficiently with minimal disruption and complete respect for each space. Rooted in decades of continuous trade, our team ensures every shading solution reflects both technical excellence and the client's vision.

Core Values

At Shading Specialists, our work is guided by four core values, principles that ensure we always act in the best interests of our clients and partners.

Specialist Knowledge

Our team brings decades of expertise in specifying and fitting window treatments across residential, commercial, and hospitality environments. We do not just provide products; we offer insight, advice, and assurance at every stage.

Genuine Impartiality

We are not tied to any single brand or system. Our recommendations are based solely on each project's unique requirements, ensuring the most suitable and effective solutions every time.

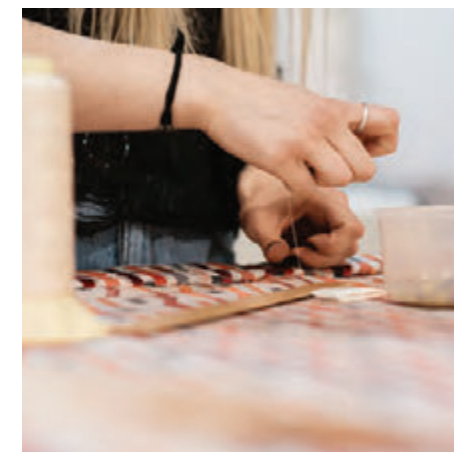
End to End Solutions

From specification and measurement to fabrication and final installation, we deliver a seamless, fully managed process, ensuring efficiency and peace of mind from start to finish.

Personal Approach

Pride in our work defines us. Our team supports each client personally, combining professionalism with genuine care to ensure every project is completed with precision, respect, and attention to detail.

Dedicated Workroom



The Workroom is a purpose-built space where craftsmanship, precision, and quality define every process. Each workstation is designed for efficiency and accuracy, supporting the creation of bespoke handmade curtains, blinds, and soft furnishings to the highest standard.

All items are made in-house by our leading sewing experts, whose skill and attention to detail ensure every piece meets the most exacting standards. From material selection to final inspection, each stage follows a meticulous quality control process, guaranteeing flawless performance, consistency, and aesthetic refinement.

 SHADING
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Blinds | Curtains | Shutters | Awnings | Soft Furnishings
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Transforming Light &
Defining Luxury since 1955