



TOWNHOUSE
DONERAILE
by Myra Ryall

Townhouse Capsule Collection 2021

TOWNHOUSE CAPSULE COLLECTION



TOWNHOUSE DONERAILE

Townhouse Doneraile is a unique and dynamic business in the soft furnishings, interior design, and café world. Award winning design team Myra Ryall and husband Ray O'Callaghan take great pride in their business set in the heart of Doneraile village. Here you will find a unique enterprise that is Townhouse Doneraile incorporating Café Townhouse and Townhouse Interiors.

Set in a historical building, formerly the Commercial Hall, the combination of Townhouse Interiors and Café Townhouse showcases their interior style for both loyal and new clients. It has proven to be quite a success story both in terms of providing local employment, being a unique dining experience and a 'must visit' in terms of interior design and furnishings. For more information visit www.townhousedoneraile.ie.

TOWNHOUSE

INTERIORS





TOWNHOUSE CAPSULE COLLECTION

To celebrate 20 years in business Townhouse have decided to launch our own capsule collection of curtains, poles, roman blinds, and cushions. Having spent over 20 years in the world of interiors, Myra Ryall of Townhouse Doneraile has curated a Capsule Collection of curtains using fabrics sourced from international fabric houses. This collection provides the most sought-after curtain fabrics that Townhouse works with when designing. The collection truly symbolises the Townhouse style and the aim is to share the top quality, bespoke design of Townhouse with as many people as possible.

For this launch we have been working hard behind the scenes to create a curtain design that works for both, contemporary architecture, and country homes by simplifying the heading and pleats of the curtain. This unique curtain design and new capsule range of curtain fabrics signifies elegance, luxury, and sleek interiors. We are so excited to be able to bring our loyal and future customers designer quality curtains and roman blinds at a more affordable price. Our aim is to make bespoke curtain design available to all.

Our lifestyles have changed dramatically, and the effects of the past year has led to spending most of our time at home. Many people have come from far and wide for design advice now as they have the time to focus on enjoying and improving their homes. After launching our online design consultations and services we noticed that the world has become a very small place. Although we have had to close our doors, we are still able to bring beautiful designs and soft furnishings to every corner of Ireland.



Some may say the pace of living has calmed and it has become a much simpler way of life. The Townhouse Capsule Collection reflects this with the sleekness and simplicity of our new curtain design. We also noticed during the past year that there were understandably many delays with deliveries of fabric rolls and therefore increasing the lead time for our customers. We wanted to decrease the turnover from roll to needle and to do so sourcing fabrics internationally was the solution.



OUR ETHOS

The Capsule Collection represents everything that Townhouse stands for. Our ethos and values are, nature and wellness being our inspiration, supporting and producing locally, being environmentally conscious and finally, creating exclusive bespoke curtain designs for every corner of Ireland. All these values are infused into the Townhouse Capsule Collection.

The Capsule Collection includes two ranges of curtain & roman blind fabrics, several curtain poles, and decorative cushions. The 'Ballyhoura Range' comes in a selection of six shades of a cashmere wool fabric and the 'Parterre Range' is a luxurious velvet that comes in eleven different shades. Each colour has been meticulously thought out and named after elements of nature and memorable designs that our long-term loyal clients will recognise.





The Butterfly curtain heading by Townhouse
Curtain from Parterre range in 'Ha Ha Cream

INNOVATIVE CURTAIN DESIGN

We are continually pushing the boundaries with innovative curtain design and 2020 was no different. We wanted to bring you an exclusive Townhouse curtain design with the launch of our new Townhouse Capsule Collection. To give you a bit of insight into the design process and how we come up with our ideas we want to share the story of how this all begun. At the beginning of June 2020, I was working on a new build project and it occurred to me that we needed a curtain design that was fitting for both cutting edge architecture and warm country homes. I was looking at the ways we had previously designed curtain headings, from our 3 pinch pleats to wave headings on tracking and so on. I came to the realization that we needed a curtain heading that would have a discrete finish, fall beautifully to display the texture of the fabric and finally, to conceal the stitching.

From there the idea of the Butterfly Curtain Heading with a seamless double pinch pleat was born. We then brought it to our workshop and worked hard with our curtain makers creating prototypes and brainstorming ideas to make this new design as seamless as possible. We wanted to ensure the most exquisite design for this exciting new launch of the Townhouse Capsule Collection. With hard work, late nights, and a talented team we are proud to announce that the Butterfly Curtain Heading design has become a success. We hope you enjoy the name we have given our new curtain heading as the butterfly symbolises hope and the journey that we are all on at present. We will all re-emerge stronger and more beautiful than ever.



INSPIRATION

The Townhouse Capsule Collection is inspired by our beautiful surroundings both inside and outside of Townhouse Doneraile. The French style room at Townhouse Doneraile showcases our interior style with the luxurious velvets. Many of our long-term clients will recognise this design from various showroom open nights. The French sleigh bed was re-upholstered along with the velvet curtains and the bedspread was crafted at Townhouse workshop in Castlepook, where your next curtains will be made. This design scheme provided inspiration for the Parterre Range of fabrics. The Parterre Gardens originate from France and can be seen at Doneraile Court and Gardens, located to the rear of Townhouse Doneraile through Fishpond Lane.





Curtains from Parterre Range
in shade 'Ha Ha Cream'

SUSTAINABILITY

Now more than ever it is crucial that we reduce the impact we have on our planet. Reducing our carbon footprint is very important to us and we have made some changes to the way our business operates to ensure that it has the minimal impact possible. For the launch of the Capsule Collection, we thought very carefully about all aspects of the production process including, sourcing of the fabrics, material waste and packaging without increasing the cost.

We also keep sustainable design in mind when designing an interior scheme. The furniture in the French style room seen on the left was all locally sourced through an auction held in Doneraile and have stood the test of time.

Design tip: Ensure that you make a statement of key furniture pieces. It is important to invest in quality backdrops such as flooring and curtains to make your furniture look like they are designer quality. You do not have to spend a huge amount of money on expensive furniture to achieve this.

LOCALLY PRODUCED

It is rare to find a brand that can honestly state that the product is made in one location. We are beyond proud to say that from fabric roll to finish product, 100% of our production is located in Doneraile. Townhouse Doneraile is situated in the heart of Doneraile village and our workshop where all our soft furnishings are crafted by hand is a stone's throw away in Castlepook. We value the importance of supporting local and it has always been a huge part of our business ethos. We support local produce in our café wherever we can, there is a great sense community spirit with all businesses in Doneraile and our interiors department is no different. Local production guarantees the best quality possible for our customers.



LOW IMPACT PRODUCTION

For the past 20 years Townhouse has always produced bespoke design and soft furnishings and this is not going to change. We believe that by producing to order it cuts out waste of material and mass producing. The negative effects mass producing has on our environment is astounding and can also affect the quality of the product. By maintaining our bespoke ethos and producing curtains once ordered, it allows us to avoid using a large factory, increasing carbon emissions, bulk buying fabrics, mass producing and wasting materials. We take pride in quality and design to guarantee every client has a hand crafted, bespoke curtain design by Townhouse.



Jitney

School House White

291

Sulking Room Pink

295

Peachy Pink

Meadow's Bore

Zuccini

Tuscan Gray



 *Hi Karie*
Hope you like how your
Beautiful Bright Colors
are just the best.
Love
Myra x

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CITY	Albuquerque, NM	FAX	505.241.1112
WEBSITE	www.townhouse-dormaire.com		

 **TOWNHOUSE**
DORMAIRE

PACKAGING

During the process of designing the Townhouse Capsule Collection we wanted to make as many environmentally conscious improvements as we could, right down to the packaging for our clients. Instead of using one use plastic bags to protect the curtains during delivery we decided that we needed to use a material that could be reused and upcycled by our clients. We also wanted to decrease the amount of lining we have left over in our workshop. This led to an ideal win-win situation of using the spare curtain lining for the packaging of our Capsule Collection curtains. We highly recommend re-using this free fabric bag as a perfect laundry or beach bag that can be easily folded away.

THE PARTERRE RANGE

A LUXURIOUS VELVET



CANDY FLOSS

HA HA CREAM

BONBON JAR





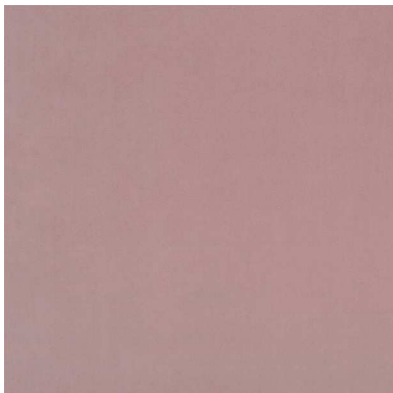
CAMEO NUDE

A cameo has been the logo of Townhouse from the very beginning. We at Townhouse adore Cameo's and Silhouettes. This fabric is the perfect mixture of grey and beige that suits all interior styles and suits all paint colours.



BONBON JAR

This is a romantic and muted rose tone with enormous warmth and essence of Georgian sweet shops. Chocolatiers, Pâtisseries and Confectioners had a strong presence in the street scape of Doneraile as painted in the writing of WM. Thackeray.



CANDY FLOSS

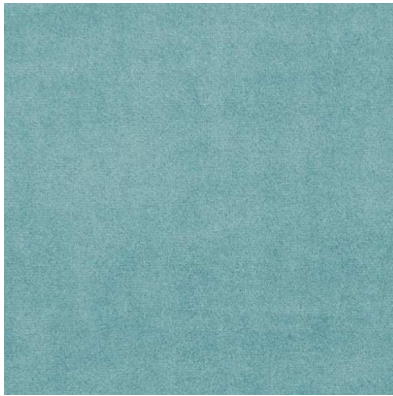
A playful pink that loves having fun with every shade under the rainbow. Thinking back to the masquerade balls, gondola rides and all things flouncy



HA HA CREAM

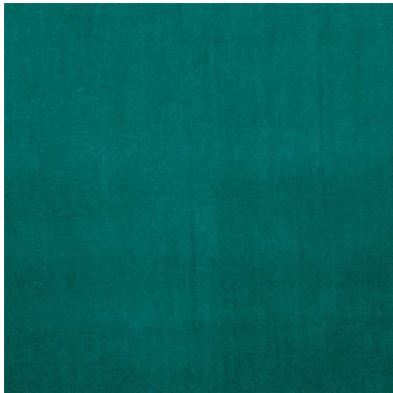
The perfect cream velvet that compliments all paint colours, especially those with golden tones. A ha-ha is a vertically recessed landscape design element that can be seen in Doneraile Park and Gardens.





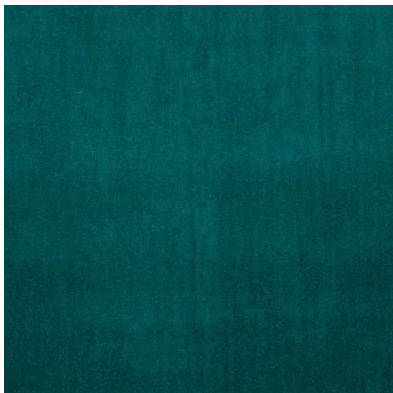
CASCADE FALLS

The perfect blue shade that is not too dark and superb with all shades of white. The music from the cascades can be heard right through the landscape of Doneraile Park. A stunning man-made feature.



LADY MAY

A rich and decadent green that pairs well with deep and lighter shades. Lady May was synonymous with her connections with Kew Gardens. Her legacy is still seen in Doneraile Park and Gardens.



NORTH PARK

An aged blue green. A great shade to inject colour into a contemporary or classical setting. The North Park can be seen from your rambles through Doneraile Park and holds one of the most spectacular views of Doneraile Court.



BLOUSEY BLUE

A midnight navy that pairs well with cream or warm golden, copper and brass. Blousy Blue is the uninterrupted sky that can be seen over Doneraile Park and Gardens as night falls.

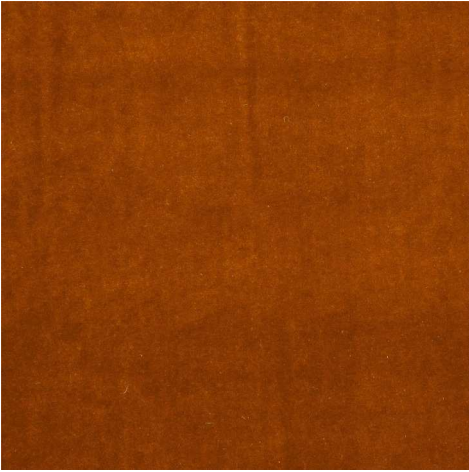


North Park

Fish Pond Lane

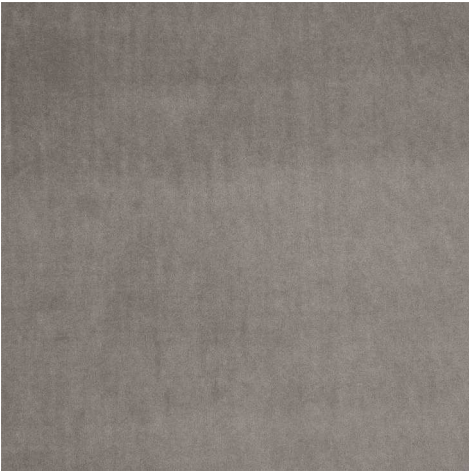
Oh Honey He

Camel Nvde



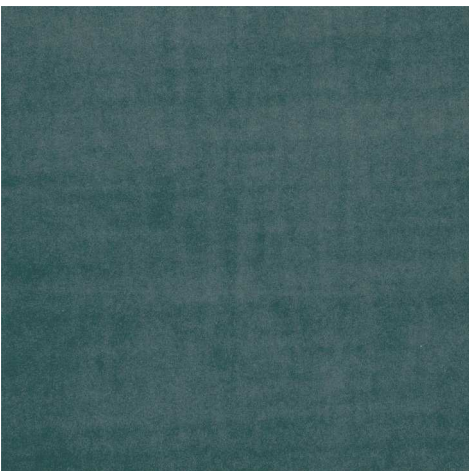
OH DEERY ME

This is a rich copper brown that pairs well with darker shades. With three herds of deer to the rear of Townhouse, it is clear why we have honoured these beautiful creatures, Red Deer, Sika and Fallow.



MONKEY TALE

The grey that goes well with everything. A monkey tail is the twirly part at the start of the staircase balustrade at Townhouse. Keep an eye out on your next visit.



FISHPOND LANE

The ideal blue grey that compliments any contemporary design scheme and works well with every colour tone. Fishpond Lane is the name of the original entrance into Doneraile Park that is located to the rear of Townhouse Doneraile.

THE
PARTERRE
GARDENS

DONERAILE



THE BALLYHOURA RANGE

A CASHMERE WOOL FEEL





Jitney No. 293



Mucky Swan



Wild Liane



Portland Dock



Churchyard

Wild Mink



Valencia



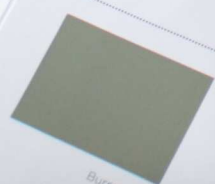
Irish Elk



Baggot Street



Brickstock



Burren Fen



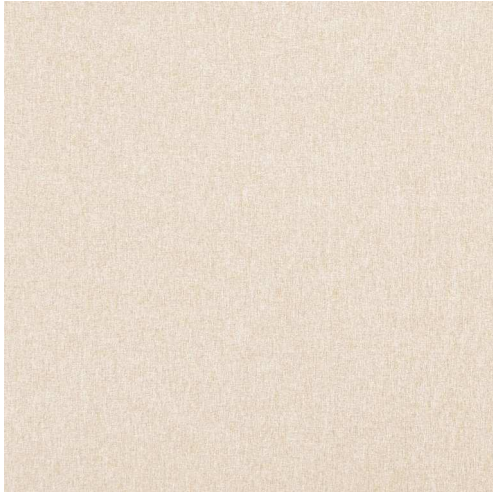
Jitney

293



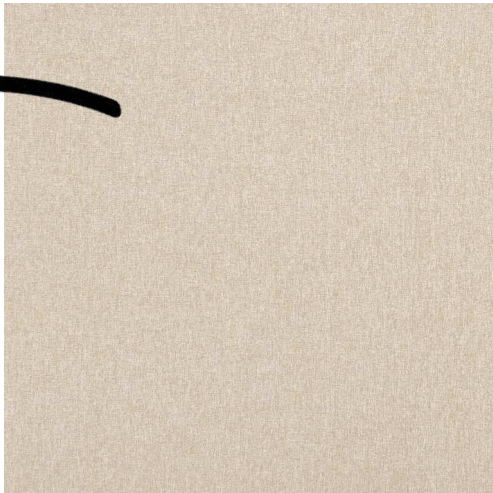
Mammoth's Bone





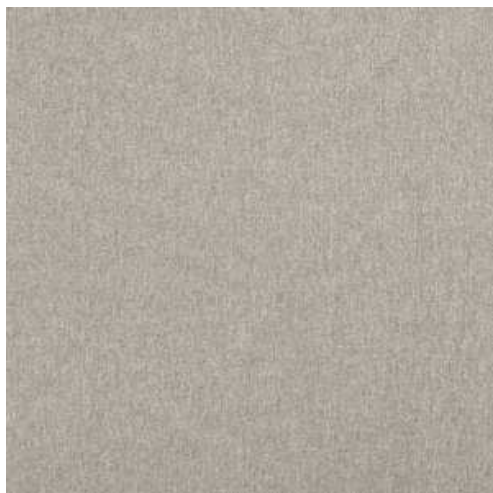
TOWER HOUSE CREAM

The perfect stone cream that is ideal for both contemporary and classical homes. Called after the Synan Tower House that still graces the landscape within metres of our workshop.



MAMMOTH'S BONE

A textured greige coloured fabric that compliments all shades of paint especially with tones of grey and deeper creams look great with white walls too. Named after the oldest collections of bones was discovered in Castlepook Caves at the start of the 20th century.



FOSSIL GREY

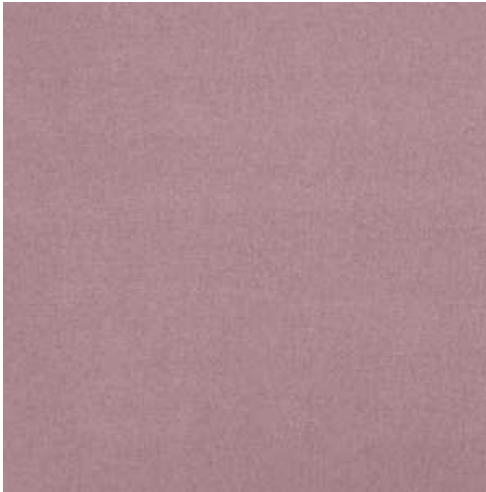
Looking for an ideal grey plain fabric? Well, this is it. Ideal for any design savvy homeowner. Perfect with all shades of grey, navy, lighter shades and of course some mammoth elk cushions. Between the Ballyhoura mountains, caves, castle, and boreens that are all found within yards of our workshop. Fossils can be seen in every walk you take.





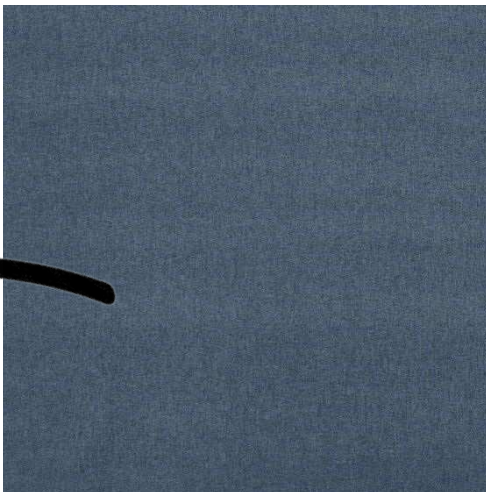
BOREEN

This green picks up all the shades of native wildflower pinks, blues, lavenders, yellows, and whites. It pairs perfectly with light paint colours like whitewashed farmhouses still dotted around the countryside. A boreen is a rural country road with blackthorn hedges and a centre strip of grass. Perfect for a walk glancing into fields of hay or playful lambs depending on the time of year.



CASTLEPOOK ELK

A shade of pink that is the perfect partner for all paint colours on walls. The name comes from the colour of the elk that were found on the Castlepook landscape. They were extremely unusual and the final one laid its head to rest in the Castlepook Caves.



QUILL'S MIDNIGHT INK

The richest decadent navy. Superb for kitchens, living rooms and main bedrooms with walls painted in lighter tones of grey. Between Edmund Spenser, Canon Sheehan, Elizabeth Bowen, WM.Thackeray and many more famous writers associated to Doneraile there just had to be a Quills Ink.

THE BALLYHOURA MOUNTAINS

CASTLEPOOK



CURTAIN POLES



CREAM TIMBER POLE



BRUSHED STEEL POLE



ANTIQUE BRASS POLE



BLACK NICKEL POLE

POLE SIZES AND COST

LENGTH OF POLE	PRICE
4FT 122cm	€59
6FT 183cm	€69
8FT 244cm	€79
10FT 305cm	€89

DECORATIVE CUSHIONS

Cushion covers are available in all shades of the Parterre and Ballyhoura range of fabrics.

SIZE	COST
20"X20"/ 51cmx51cm	€25

CURTAINS SIZES AND COSTING

WIDTH OF CURTAINS	DROP OF CURTAINS	PRICE
LESS THAN 50''/127CM	89''/226cm	€195
50'' - 74'' 127cm-188cm	89''/226cm	€295
74'' – 98'' 188cm- 249cm	89''/226cm	€395
98'' – 122'' 249cm- 310cm	89''/226cm	€495

All curtains from the Ballyhoura Range and the Parterre Range will have the Townhouse Butterfly heading. Please note that although the sizes of curtains in The Townhouse Capsule Collection are in a standardised margin of sizes, the curtains are still bespoke and made for your measurements. Any additional lengths or sizes needed is price on asking.

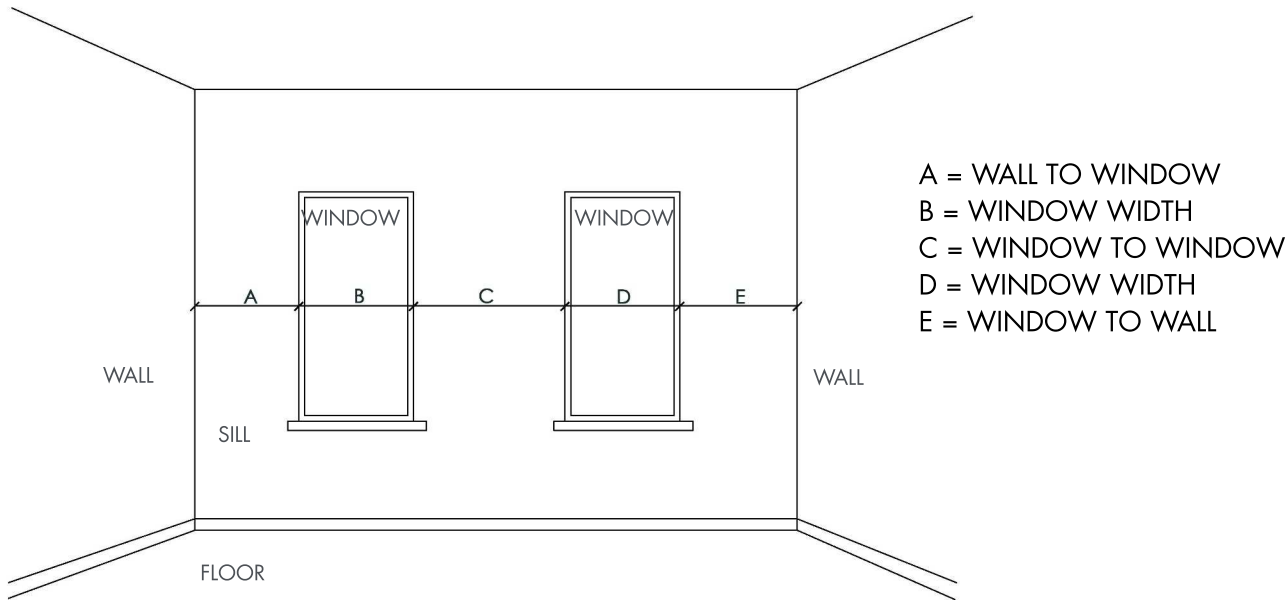
ADDITIONAL LININGS

The Townhouse Capsule Collection Curtains come with a standard lining that is of high quality. If you wish to add a blackout lining to any of the curtains from the collection the costings per size can be seen in the table below.

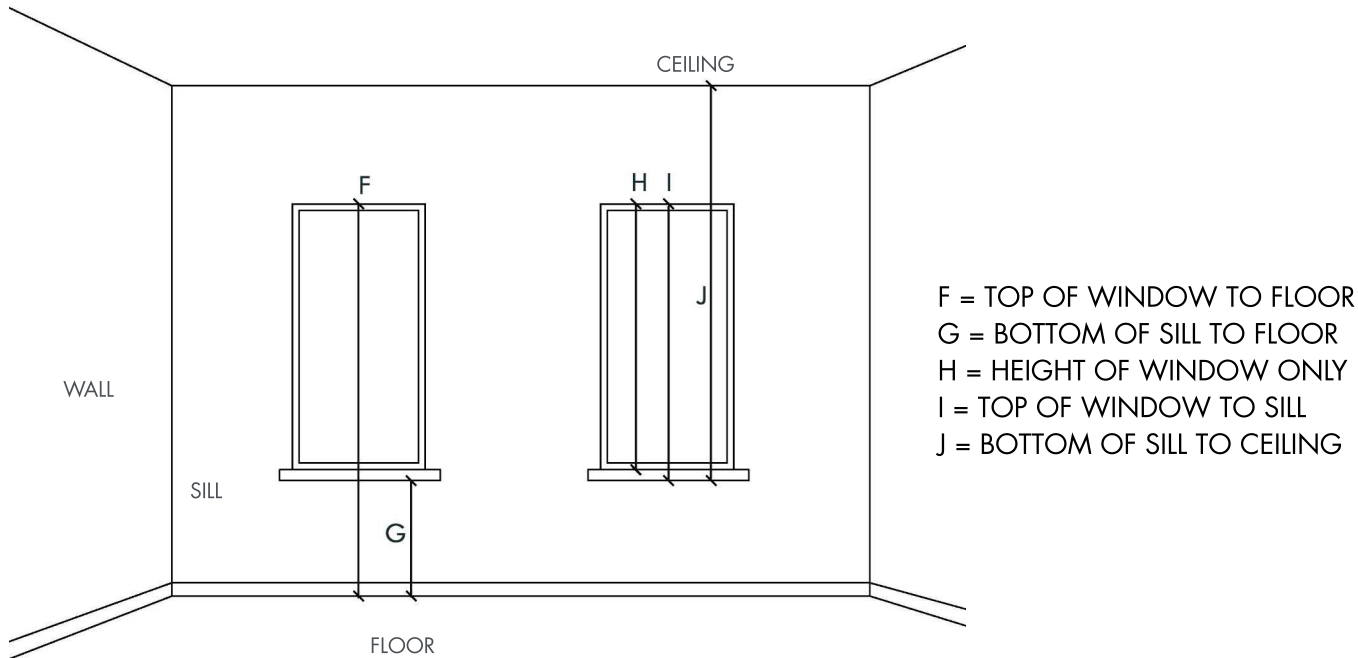
WIDTH OF CURTAINS	DROP OF CURTAINS	PRICE INCLUDING BLACK OUT LINING
LESS THAN 50''/127CM	89''/226cm	€225
50'' - 74'' 127cm-188cm	89''/226cm	€335
74'' – 98'' 188cm- 249cm	89''/226cm	€450
98'' – 122'' 249cm- 310cm	89''/226cm	€560

MEASURING GUIDE

WIDTHS TO MEASURE



HEIGHTS TO MEASURE



ROMAN BLINDS

Any of the fabrics from the Parterre range and Ballyhoura range also come in bespoke roman blinds. Our roman blinds come with a top quality bonded lining and complete with head rail. Please take a look at our size and costings chart below.

If you would prefer a blackout lining for your roman blinds the cost will be an additional 10% for each size in the chart below.

Any longer drops than in the size chart below you can email us with an enquiry and we will get back with a costing.

SIZES AND COSTING

WIDTH OF BLIND	DROP OF BLIND	PRICE
LESS THAN 30"/76cm	60"/152cm	€280
30"- 48" 76cm-122cm	60"/152cm	€290
48" – 72" 122cm- 183cm	60"/152cm	€360
72" – 82" 183cm- 208cm	60"/152cm	€380
82"- 92" 208cm- 234cm	60"/152cm	€390

Roman Blinds in Fossil Grey from our Ballyhoura Range



HOW TO ORDER

STEP 1 - SELECT YOUR FABRIC

Take a look at our 'Parterre' and 'Ballyhoura' range of fabrics from The Capsule Collection and let us know which fabric you would like to purchase.

STEP 2 - MEASURE WINDOWS

Take a look at our how to measure diagram and use a measuring tape to measure your windows. You can send the measurements in inches or centimetres.

STEP 3 - EMAIL OR PHONE

Email your order details, window measurements, name, phone number and address (please include your Eircode) to townhousemallow@gmail.com or phone us on 0872178707.

STEP 4 - PAYMENT

Payment is required at the time of ordering. You can pay through bank transfer. We will send you bank details on order. Please see our returns and order cancellation policy for more details.

STEP 5 - DELIVERY

We are now providing a delivery service for The Townhouse Capsule Collection to be delivered to your door. There are three different delivery bands with relative costs. First is within 20km of Townhouse, second is within Munster and third is National. Be sure to include your address and Eircode on your order email to us at townhousemallow@gmail.com or by calling us on 0872178707.

DESIGN ADVICE

If you would like some design advice on which fabric will work best for the room, we can offer advice at time of order. Take a photo of the room(s) that you would like curtains/poles/cushions from The Townhouse Capsule Collection. Email them to us at townhousemallow@gmail.com or call us on 0872178707, leave a message and we will get back to you as soon as we can.

RETURNS POLICY

At Townhouse Doneraile we ensure the highest quality with all our soft furnishings. We can ensure a high quality as all our curtains and cushions are handcrafted with care and meticulously checked before they are packaged for delivery. In the unlikely case that there is an issue with your purchase we would be more than happy to fix this issue personally. You can call us on 022 24897 or email us at townhousemallow@gmail.com.

Please note that although the sizes of curtains in The Townhouse Capsule Collection are in a standardised margin of sizes the curtains are still bespoke and made for your measurements. Therefore, we do not offer returns for change of mind.

CANCELLATION POLICY

When you place an order from the Townhouse Capsule Collection through email, you have 24 hours after the time of order to cancel this order and receive a full refund.

CONTACT DETAILS

Email: townhousemallow@gmail.com

Phone: 0872178707

SOCIAL MEDIA

Follow us on Instagram and Facebook for more information and updates.

Instagram: @townhousedoneraile

Facebook: @MyraRyall

THANK YOU

Townhouse could not have gotten to where we are today without our loyal clients and customers over the years. This past year has put everything into perspective and looking back at the past 20 years fills our heart with warmth, pride, and gratitude. Thank you for your contributions to the continued success of Townhouse Doneraile.

Myra and Ray



Capsule Collection by Myra Ryall
Photography + Design book designed by Emer
Murnhv

