

INVITED *Elegantly*

PHOTOS, BOXES, FOIL, ACRYLIC, SILK AND SPARKLE—
MODERN INVITATION DESIGN IS SO MUCH MORE
THAN MERE INK AND PAPER.

From save-the-date announcements to the final invitation—and, possibly, all the shower invitations in between—couples can utilize printed pieces to reflect their style and give guests a glimpse of what's to come on the big day. Invitations no longer adhere to a set of traditional rules; rather, they are a way for a couple to incorporate personality, style and custom design. As Debbie Zissman of DGZ Weddings notes, “Brides are realizing that the invitation can really set the tone for a guest's perception of the entire event.” Each aspect of creating and sending printed pieces requires careful selection of appropriate paper, inks, embellishments and more. Those individual elements all factor into the bottom line, as well, so it's critical to plan carefully. Which is where we come in, with these essential invitation tips and trends from Houston's top stationery experts.

writer **MAGGIE MARTON**



MR. AND MRS. RANDALL ASHTON FORSYTHE
request the honour of your presence at the marriage of their daughter

Sydia Anne
TO
Christopher Thomas Hunter

Saturday, the twenty-sixth of March, two thousand and eleven
at half past five o'clock in the evening

CATHEDRAL OF SAINT LUKE AND SAINT PAUL
126 Coming Street
Charleston, South Carolina



56 TRADD STREET
CHARLESTON, SOUTH CAROLINA
29401



Kindly Deliver To

MR. AND MRS. RANDALL ASHTON FORSYTHE
56 TRADD STREET
CHARLESTON, SOUTH CAROLINA
29401



Kindly Reply
by the twenty-sixth of February

M _____

Accepts with pleasure _____

Regretfully declines _____



*Dinner and
Dancing*

THE WILLIAM AIKEN HOUSE
immediately following ceremony

photo: nihan photography

DGZ Weddings
WWW.WEDDINGSBYDGZ.COM

*Custom Invitations & Keepsakes in Letterpress,
Slate, Metal, Glass, Chocolate & More!*

weddingsbydgz.com 713.777.3444

**EXQUISITE INVITATIONS
& FINE STATIONERY**

Isabella

By appointment:
2323 South Voss Road, Suite 465
Houston, Texas 77057
www.IsabellaInvitations.com
phone: 281-506-2521

Save The Date

PICK A PIC.

"We are seeing a lot of photo save-the-dates, but the artistic quality has really improved," says Katie Hackedorn, owner of Katie & Co. While this style has been popular for years, in the coming year the emphasis will be on photo quality and composition. "People are being a little more creative in their photography and having some really beautiful save-the-date photos taken."

DON'T BLOW YOUR BUDGET.

Conserve your invitation budget by printing save-the-date announcements digitally. Digital options cut down on the cost but can still be elegant and evocative. If you do choose digital printing, make sure to use good paper. "When paired with a nice paper and font, digital save-the-dates can be really pretty," Hackedorn says.

PLAN AHEAD.

Schedule your save-the-date mailing with ample time for guests to make arrangements to attend. For destination weddings, or if your wedding coincides with a holiday that may require extra planning, aim for one year out. Otherwise, six months is standard.

Invitation Innovations

MIX YOUR MEDIA.

"We are doing clear acrylic invitations etched with the wording, as well as mirrored and colored acrylic," Zissman says. "We also are doing invitations printed on wood, leather, slate and aluminum. Since some of these options can be a bit more expensive, some brides may opt to give these special invitations to close friends and family, or possibly the bridal party, and then print matching invitations on paper

for the rest of the guest list. And, of course, there is our chocolate invitation, which is always hand delivered, with a companion paper invitation set.”

KEEP IT CLASSIC.

“Our clients’ (and our) favorite design themes for the next year are all about vintage—everyone is going back to a more formal, delicate look,” notes Michelle Bolivar, owner of gift, housewares and stationery boutique Blue Leaf Houston. “Light colors, gold hues and mixed textures are very popular right now. From stationery to registry and china patterns, brides are coming in and wanting to go back in time.”

CONSIDER CUSTOM DESIGN.

Work with your stationer to design an invitation that evokes your

PHOTOS: KATIE & CO.

MR. AND MRS. JOHN CHARLES HAROLD
request the honour of your presence
AT THE MARRIAGE OF THEIR DAUGHTER

JULIETTE *to* **MICHAEL**
ELIZABETH ROSE ANDREW LITTLETON

SON OF
MR. AND MRS. WILLIAM DAVID LITTLETON
SATURDAY, THE SEVENTH OF JUNE
two thousand and fourteen
AT HALF PAST TEN O'CLOCK IN THE MORNING

THE ACE HOTEL
NEW YORK, NEW YORK

dinner and
FOLLOWING

Accompanying Ashley Amelia
to Calvin Rutherford

INVITATIONS • SAVE-THE-DATES • STATIONERY
ANNOUNCEMENTS • PAPER • PACKAGING
GIFTS & MORE

classic • creative • fun

713.802.1345 KATIE-CO.COM
4500 WASHINGTON AVENUE, HOUSTON, TEXAS 77007

Will you join us?

YES OF COURSE, PLEASE — GUESTS
 WE'LL BE TOASTING FROM AFAR

YOU ARE INVITED TO CELEBRATE
THE VOW RENEWAL OF

Danny
and
Megan
Silva

SATURDAY, MAY 18, 2013
6 O'CLOCK IN THE EVENING
531 PEARL PLACE
HOUSTON, TEXAS 77021

Dinner and Marriage to follow

bluebonnet press
LETTERPRESS PRINTING & DESIGN
713.742.2471 • BLUEBONNETLETTERPRESS.COM

DANNY & MEGAN
531 PEARL PLACE
HOUSTON, TEXAS 77021

*Mrs. Thao Webster
Whisper Pine
Houston, Texas
75664*

Wedding Invitations
The Right Words...The Right Paper...The Right Choice!

MR. AND MRS. THOMAS LAWRENCE STEWART
 REQUEST THE PLEASURE OF YOUR COMPANY
 AT THE MARRIAGE OF THEIR DAUGHTER

Katherine Rose
 to
Ryan Connor Peterson

SON OF MR. AND MRS. RANDALL PETERSON.
 SATURDAY, THE SIXTH OF JUNE
 TWO THOUSAND AND FIFTEEN
 AT SIX O'CLOCK
 OWN HOME

Stationery • Gifts • Bridal Registry

BERING'S
 ESTABLISHED 1940
 75th ANNIVERSARY

www.berings.com
 1-800-BERINGS
 6102 Westheimer: 713-785-6400 • 3900 Bissonnet: 713-665-0500

unique personalities and event theme. This might include incorporating embellishments, accessorizing your envelope and eschewing traditional colors like cream or white for the colors of your wedding palette. Linda Merchant, in-house stationer for historic Houston retailer Bering's, notes, "New trends for 2015 are custom invitations with color, ribbons, and many different fonts on the wedding invitations and the save-the-dates. Brides are using a lot of natural colors and materials for their custom invitations."

MAKE THE CUT.

"To add some flair, our brides are die-cutting their invitations," notes designer Christiana Turner of Isabella Invitations. "In addition to die-cutting, laser-cutting has definitely made a comeback and this will continue for awhile. Brides love the modern edge and intricacy that laser-cut details bring to their invitations."

Passion for Print

EMBRACE TRADITION.

Long popular for its classic, beautiful style, letterpress is a traditional choice for invitation print. "Letterpress continues to be very popular," Hackedorn says. "It is a beautiful form of printing that tends to look a little more vintage and rustic, but can also be made to look very modern when paired with foil stamping, which is also popular for 2015."

GET FANCY WITH FOIL.

"Foil printing is also a good way to print a light ink color on a darker paper. The foil inks are opaque, which means you can print white ink on a black card, for instance," Hackedorn explains.

TEN Four PAPER
 BY JULIE GOETTE

CUSTOM PAPER GOODS FOR WEDDINGS & EVENTS

PLEASE JOIN
 BEGINNING 1:30
 IN THE EVENING

DR. WANDA T. TERRELL & MI. FREDERICK G. FALKER
 DAUGHTERS OF

AJA & SHUKREE
 1922 WASHINGTON AVENUE
 SAINT LOUIS, MISSOURI

WWW.TENFOURPAPER.COM

TAKE THE HEAT.

“Thermography produces a raised effect similar to what we see in engraving,” Turner notes. In the thermography process, a special powder is added to the ink printed on the paper. “Once the combination is heated, it creates a raised effect on the paper, but it costs less because it does not require the creation of engraving plates.”

TRY DIGITAL FOR VERSATILITY.

Along with being a great budget-friendly alternative to traditionally printed invites, digital printing also lets you “incorporate more colors, because everything is printed together,” Hackedorn says. “Traditional thermography or engraved invitations require a separate printing pass for each color.”

Accessories and Embellishments

THINK OUTSIDE THE ENVELOPE.

When it comes to embellishment, “the sky’s the limit,” Hackedorn says. “We have done invitations in boxes, with ribbons and rhinestone brooches and embellished silk flowers. One invitation in particular was a layered card with a wide satin bow tied around it that lay in a shimmer-paper box lined with silk flowers that had rhinestone centers. We did a beautiful black silk box with hot-pink silk lining that contained a triple-thick black invitation with silver engraving.”

FOCUS ON THE LITTLE THINGS.

“We see our clients really wanting to spend their money on accents and minor details like gold foiling, noticeably delicious paper stock and fun envelope liners, rather than many multiple pieces belonging to the whole package,” Bolivar says. “Most of our brides want to nix inner

envelopes, wedding-detail and accommodation cards, maps, etc., and instead use their budget to make the invitations more substantial, and play with fun details.”

FACTOR IN PRICE.

Embellishments such as Swarovski crystals, pearls, lace, brooches, ribbons and twine add intrigue and elegance to wedding invitations, but they also add cost. Discuss your invitation budget with your stationer before you start selecting accessories and extras, and make sure to factor in the cost of extra postage for extra weight, as well.

Invitation Etiquette

BE FORMAL BUT FLEXIBLE.

“Etiquette rules haven’t changed but they have loosened a bit. We are seeing more brides request online RSVPs, for example,” Turner says, though she

adds, “We still prefer the traditional RSVP cards sent by mail.”

BE GRACIOUS WITH GUESTS.

“Avoid sending the invitations just a couple of weeks before the big day. It will make guests feel like they were an afterthought,” Zissman advises. “And never send anyone a save-the-date and then cut them from your wedding list.”

DON'T GAB ABOUT GIFTS.

“Wedding-registry etiquette and the ‘unspoken approach’ for sharing the registry details with wedding guests is something we discuss with our customers who ask about how to communicate their registry with invited guests,” notes Julie Shuford, marketing manager for Bering’s. “This is a wedding, and invitees know that a celebratory gift is proper etiquette.”

“When paired with a nice paper and font, digital save-the-dates can be really pretty.”

Katie Hackedorn
KATIE & CO.