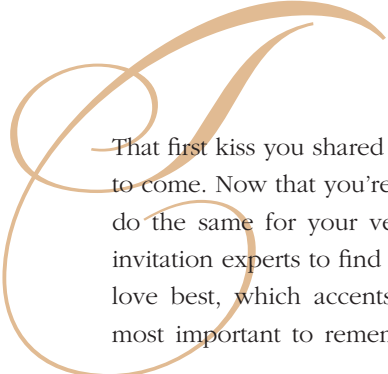


# Elegantly Invited

7 RENOWNED DESIGN EXPERTS OFFER THEIR TOP PICKS  
AND TIPS FOR IMPRESSIVE WEDDING INVITATIONS.



—That first kiss you shared with your beloved likely set the tone for the romance to come. Now that you're engaged to be married, your wedding invitation will do the same for your very special occasion. We've turned to seven leading invitation experts to find out what printing techniques and color schemes they love best, which accents and embellishments brides love most, and what's most important to remember when ordering stationery for your special day.

*written by* JEAN PICARD ~ *invitation by* FRONTIER PAPER COMPANY



LOBI & JEFF TURPIN INVITE YOU TO A  
*Rehearsal Dinner*  
CELEBRATING THE MARRIAGE OF  
.....  
*Allison & Jack*  
.....  
FRIDAY, APRIL 9TH, 2010  
7 O'CLOCK IN THE EVENING  
*Agrie Sabiella*  
2728 NORTH HARWOOD  
DALLAS, TEXAS  
...  
*Dressy Casual Attire*  
.....

Kindly reply by March 24  
.....  
*M* \_\_\_\_\_  
\_\_\_\_ ACCEPT(S) WITH PLEASURE  
\_\_\_\_ DECLINE(S) WITH REGRET  
\_\_\_\_ NUMBER ATTENDING



invitations

**MARY GRISHAM  
BERING'S, HOUSTON**

**Preferred Print:** The most popular print technique amongst Bering's customers is thermography, a heat-set process that results in a fine raised finish.

**Hot Hues:** Classic white and ecru

continue to be popular, but more and more Bering's brides are asking for invitations in alluring shades of purple, such as aubergine—a dark, smoky egg-plant hue.

**Elegant Embellishments:** At Bering's, the embellishment of the hour is the

pre-set calligraphic motif. Used as part of the invitation wording or as a decorative accent, it gives the look of hand calligraphy.

**Envelope Idea:** Decorative flaps are very popular with Bering's brides. Many clients are choosing to forgo the traditional double envelope in favor of a single envelope with a decorative flap—which is a greener option and cuts down on cost.

**Top Invitation Tip:** "We always ask brides to come in with an accurate invitation count—not the number of people, but the number of addresses. Since reorders are astonishingly expensive, ordering extra invitations is a must. They are ordered in increments of 25, so if you need 101 invitations, you should order 125. And order 25 extra envelopes to allow for addressing mistakes—a requirement of calligraphers."

**LESTER CHILDRES  
THE PRETTY PENNY AND SOCIAL  
EXPRESSIONS, HOUSTON**

**Preferred Print:** Childres says her personal favorite has always been, and always will be, engraving, which she describes as the sharpest, cleanest technique. With engraving, the paper used must be very high quality, the letters are crisp and clean in any font, and the overall look is beautiful and elegant.

**Hot Hues:** Classic white or ivory with black engraving is the standard for traditionalists like Childres. But she works with all types of brides, and likes to use whatever colors and textures go with the theme or tone of the wedding.

**Elegant Embellishments:** Sometimes Childres uses embellishments to

*Wedding Invitations*  
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invitations

enhance an invitation ordered from the book, and sometimes she starts from scratch, designing a totally custom invitation. Either way, The Pretty Penny can incorporate layers, ribbons and “bling,” such as Swarovski crystals, which come in dozens of colors and shapes.

**Envelope Idea:** Envelope liners are very popular with Childres’ brides. She likes taking a design element of the wedding and carrying it through on the front of the envelope, as well as on the invitation. The Pretty Penny also does a lot of machine-calligraphy envelope addressing, which is quite affordable and very attractive.

**Top Invitation Tip:** “Brides are so used to giving a ‘people’ count to wedding vendors; I start by making sure

the bride has given me the ‘invitation’ count. Most invitations are addressed to couples rather than individuals, so the bride would be wasting a lot of money ordering by her ‘people’ count.”

**KATIE HACKEDORN,  
KATIE & CO., HOUSTON**

**Preferred Print:** Like so many leading invitation designers, Hackedorn loves luxurious, vintage-feel letterpress. Though she adds that engraving continues to be the gold standard of printing techniques, and thermography is popular with Katie & Co. clients as well. The increasing quality of digital printing gives her budget-watching brides more options than ever before.

**Hot Hues:** Katie & Co. brides are crazy about color, with purple leading the

pack of preferred hues, along with charcoal gray. Personally, Hackedorn loves the color blue, and she’s wild about the emergence of navy as “the new black.” She also suggests setting the tone early by using your wedding colors on your save-the-dates.

**Elegant Embellishments:** Many Katie & Co. invitations feature a jewel or rhinestone embellishment or ribbon. Hackedorn says the ribbon wrap or “belly band” is a simple way to add quite a bit of visual interest to an invitation without a lot of fuss.

**Envelope Idea:** Katie & Co. has sent invitations in tubes and custom boxes, as well as envelopes lined with pretty patterned papers, as opposed to traditional solid colors. And Hackedorn



## invitations

loves the look of hand calligraphy on an envelope; for more casual envelopes, she has created address labels that wrap around the envelope and bring a little color to the plain white paper.

**Top Invitation Tip:** “Don’t under-order! A reorder is too pricey and can easily be avoided by an accurate count of your guest list. Count the number of addresses, not the number of people.”

**DEBRA GUDAI**  
**STORKIE EXPRESS,**  
**PLANTATION, FLA.**

**Preferred Print:** Like Hooper, Gudai recommends that brides who want to save money do their invitations with luxurious letterpress printing, and use digital printing or thermography on the

coordinating items and enclosures.

**Hot Hues:** The modern combination of bright yellow and clean, elegant gray is popular with Storkie Express wedding couples. Gudai’s personal favorite palette is cream and gold, which she describes as a truly timeless color scheme.

**Elegant Embellishments:** Gudai’s clients go for ribbons and bows, multiple layers, and “bling” like rhinestones and pearls. And she loves elegant pockets and wraps, such as Storkie’s laser-cut wrap.

**Envelope Idea:** “Our envelope options include color envelopes, lined envelopes and envelopes that have liners on the inside that extend beneath the outer flap. For many of our designs we

have matching envelope seals and even matching postage stamps—such a fun way to tie everything together.”

**Top Invitation Tip:** “Order early! As soon as you have all the information—date, time, place, guest list—order your wedding stationery. It will be such a relief to check that off your planning list.”

**LAURA HOOPER**  
**LAURA HOOPER CALLIGRAPHY,**  
**NORTHRIDGE, CA.**

**Preferred Print:** Hooper adores the beauty and texture of letterpress printing on luxurious paper. Even if you can’t afford to letterpress an entire invitation suite, she recommends doing letterpress on the invitation itself and using an alternate print technique for the remaining pieces.

**Hot Hues:** For her own wedding invitation suite, Hooper used shades of magenta and purple mixed with natural tones and textures. And though natural, blush tones are in vogue at the moment, Hooper says brides will always choose their own favorite colors.

**Elegant Embellishments:** Hooper notes that natural-fiber papers are perfect to mix and match, as printing surfaces, backers and as envelope liners or belly bands.

**Envelope Idea:** Laura Hooper Calligraphy has always done envelope liners, but recently Hooper has enjoyed printing on the envelopes themselves and creating custom pocket folders for the suites.

**Top Invitation Tip:** “Proofread! We proofread as well, but the more eyes the better. And, of course, follow your own tastes, not necessarily what is on trend this month.”



**MELISSA FOSTER**  
**ELUM DESIGNS, SAN DIEGO, CA.**

**Preferred Print:** Foster loves letterpress, a printing technique that embeds the artwork into the paper, creating a textured, three-dimensional design. It may be an antiquated art form, but, with its 3-D effect, it is perfect for turning out today's most modern designs.

**Hot Hues:** Foster favors beautiful neutrals, such as soothing and romantic grays, sandy linens, mauves and creams. Elum's new Restoration design, inspired by the resurgence of vintage style, and the use of organic materials within an urban environment, features natural elements such as rustic branches and raw unbleached linens with warm buff tones against shiny modern metallics.

**Elegant Embellishments:** Foster is not known for excessive embellishing, but she does like to add texture to the design through the use of interesting paper enclosures or silk ties. If the embellishment helps to tell the story of the overall concept and design scheme, then she will suggest it.

**Envelope Idea:** Elum offers a variety of very special envelopes. Foster's favorite is the custom heavyweight pocket folder, which comes in an oversized custom sleeve that encases the folder perfectly and has an extra-wide flap for personalization.

**Top Invitation Tip:** "Start early. This is one process that you do not want to rush. Believe it or not, we have had couples misspell their own names and not realize it until the invitations were ready to be sent. Take the time to print hard copies of your proofs prior to signing. You would be amazed at how your eyes see things differently once

they're printed. You do not want to find those errors in the final product."

**VIVIAN ADENIYI,**  
**VIVIAN JADE, HOUSTON**

**Preferred Print:** Adeniyi loves letterpress, especially for ultra-fine and luxurious cotton papers.

**Hot Hues:** For brides who want something that's a little classic and a little modern at the same time, Adeniyi suggests a palette of ivory, gold and orange.

**Elegant Embellishments:** Event House clients have taken a shine to metallic invitation embellishments, including gold or silver crystals. Even brides with traditional and classic tastes are adding a simple metallic jewel accent to their designs.

**Envelope Idea:** Historically, the outer envelope of the wedding invitation showed nothing but the mailing address. Today more brides are adding a decorative frame around their return address and showcasing their monogram on the envelope flap. It conveys their personal style to their guests the moment the invitation is delivered.

**Top Invitation Tip:** "Start early and avoid the stress of having to rush. Once you have your venue secured, get started with the invitation design process. After all, the invitation is actually your wedding résumé, and you want to present the finest résumé for this big day of your life."

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