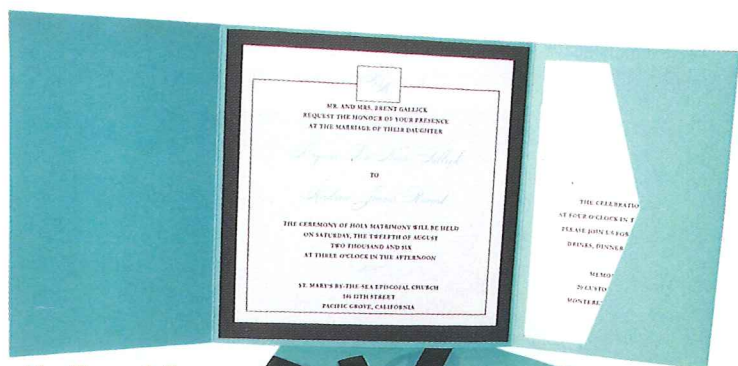


# MARKING THE TRENDS & SETTING THE PACE

By HEATHER LAMBIE

Wedding invitations offer your guests their very first glimpse of the celebration to come, so it's important to find an invite that sets the tone of your wedding and mirrors the style of your new life together. If this seems like too much pressure to put on a piece of paper, and you're worried that finding the perfect invitation will cost too much money, fear not! Here we reveal three hot invitation trends.



Not From A Box



## TREND #1

FORGET NATURAL OR TRADITIONAL. GET COLOR!

If you're a modern bride, and white and ecru wedding invitations are leaving you less than thrilled, you are not alone. With *The Today Show* recently featuring colored wedding dresses as the newest movement in matrimonial-wear, it seems only fitting that wedding invitations printed on brightly colored card stock (rather than the traditional ivory or white) set the stage for these ultramodern events.

Colorful, distinctive invitations are definitely IN! Fashion-forward brides love vivid card stocks in Patina, Branch Coral, Kiwi, Grenadine, Wild Pansy and even metallic colors.

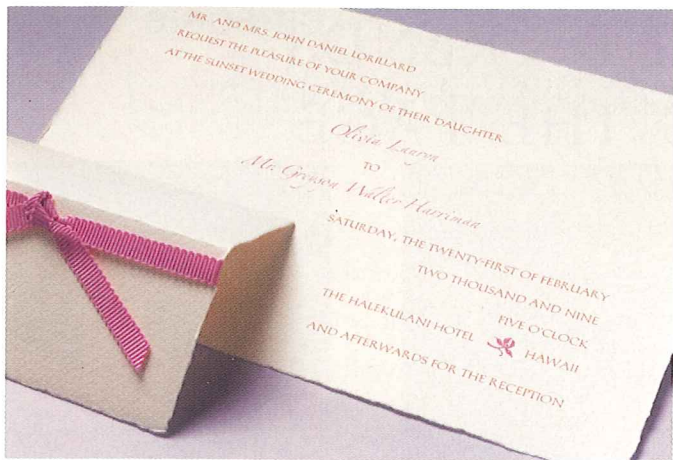
Not only good for the latest in design trends, online invitation companies are the best place to find steals and deals on customized wedding invitation ensembles.

## TREND #2

RICH LOOKS AT AFFORDABLE PRICES.

Every bride-to-be daydreams about her own personalized and customized wedding invitations with perfectly coordinated accessories like thank you cards, place cards, table numbers and menus. Unfortunately, customized invitations and accessories usually come at a price that is out of reach for most brides.

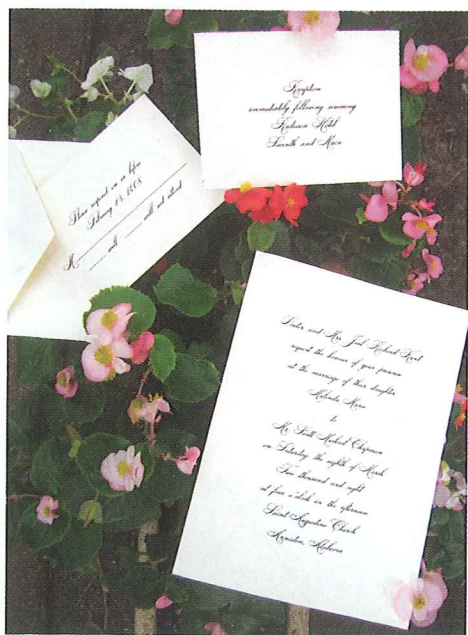
However, Amy Willoughby, owner of NotFromABox.com, has carved her niche in the online invitation industry with a "savvy shopper" mentality. Brides who visit her site have uncovered the big industry secret: stunning invitation ensembles created with a custom look don't have to take up 20% of your wedding budget.



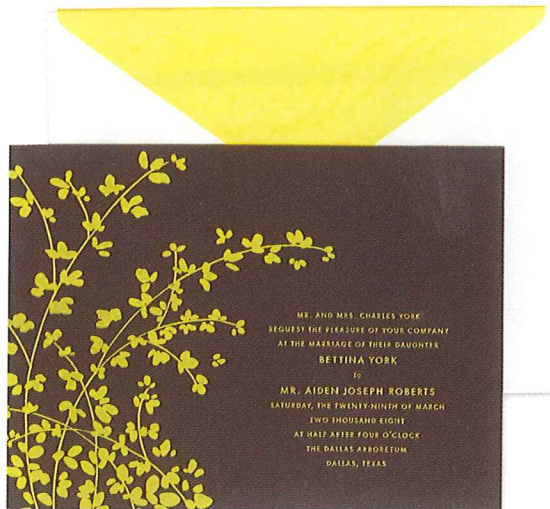
Vera Wang Fine Papers



Fine Stationery



Dewberry Engraving



Fine Stationery



## TREND #3

### DIY INVITES—YOU CAN DO IT!

However, when all else fails and you simply cannot find an invite that represents who you are and will become... create your own! Many invitation websites also offer just the products you need (card stock, envelopes, pocket folds, ribbon) to print and make your own invitations—cutting out the middleman and saving you money. Most sites offer product samples and swatch decks, which you should always order before placing your invitation order to be sure the card stock is of the quality you are expecting and the color works with your wedding palette. Be sure to read carefully each company's return policies and procedures before placing your order.

#### INVITATION WEBSITES

National:

[www.NotFromABox.com](http://www.NotFromABox.com)

[www.VeraWang.com](http://www.VeraWang.com)

[www.FineStationery.com](http://www.FineStationery.com)

[www.PigletPapers.com](http://www.PigletPapers.com)

Local:

[www.Pepperite.com](http://www.Pepperite.com)

Dewberry Engraving

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