

Weddings InStyle

152 Fun & Easy Ideas

TO MAKE
THE BIG DAY
YOUR OWN

STYLISH
CAKE &
BOUQUET
COMBOS

P.170

SLIM DOWN,
TONE UP
Quick Tips That
Really Work



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93



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Push the Envelope

Ecru and black? Yawn.

These cutting-edge stationery trends are anything but stuffy

BY JEANINE EDWARDS

COOL
COLOR
COMBO!

MR. AND MRS. JAMES GRAHAM
REQUEST THE PLEASURE OF YOUR COMPANY
AT THE MARRIAGE OF THEIR DAUGHTER

SAMANTHA ROSE
TO
ADAM MICHAEL LAREAU

THE TWENTY FOURTH OF JULY
TWO THOUSAND TEN
AT FIVE O'CLOCK IN THE EVENING

LANDMARK CENTER
SAINT PAUL, MINNESOTA

GO BOLD & GRAPHIC

"Strong patterns, bright colors and a clean font help set the tone for a modern wedding," says Allison Wheeler, a designer at stationery boutique Minted.com. To find your inspiration, Wheeler suggests looking at fabric patterns, modern design and art deco-era typography.

Digital printing on white matte paper, Cococello for Minted.com, \$206/100 invitations; minted.com.



MR. LEONARD AND
AND MR. AN
REQUEST THE PL
AT THE MARRI
MICHELLE
CHRISTIAN
SATURDAY, THE TWEN
TWO THOUSA
THE ROYA
PLAYA DEL CA

UPDATE YOUR MONOGRAM

Don't be boxed in by tradition. Personalizing your papers is really about visually representing your relationship. So go ahead and incorporate your entire names, or even design a crest with meaningful symbols. Think of this as your logo—carry it through on your thank-yous and everyday stationery as a romantic reminder of your nuptials.

Letterpress on cotton paper, Elizabeth and Homer, \$1,360/100 invitations; elizabethandhomer.com.



MR. AND MRS. WILLIAM PETER LOWE
REQUEST THE HONOUR OF YOUR PRESENCE
AT THE MARRIAGE OF THEIR DAUGHTER

Olivia Michelle
TO
Taylor John Emerson
OCTOBER

Stacy + Jake

STACY ANDERS + JAKE KAMINSKY
313 STEADMAN AVENUE
MINNEAPOLIS, MINNESOTA 55444

612 555 1212
ANDERSKAMIN@AOL.COM

actual
size!

GET NATURE-INSPIRED

Forgo flowers for more surprising motifs like leaves or tree branches. "Coral is the perfect alternative to traditional beach themes," says Rachelle Schwartz, co-owner of California paper goods company Wiley Valentine. Make an even greener statement by printing your invite on eco-friendly cardstock.

Flat-printed on 100 percent recycled paper, Wiley Valentine, \$425/100 invitations; wileyvalentine.com.

KEEP IN TOUCH

Make sure guests can reach you after the wedding—by creating a calling card. New methods of correspondence—like texting and Facebook—have made this old-school staple more relevant than ever. "Calling cards are the fastest-growing sector of personalized stationery at Crane & Co.," says Peter Hopkins, a historian at the stationery giant. Today, they can include everything from your Twitter address to your BBM pin. Print a stack with all your contact information and include them with favors.

Thermography on cotton paper, Crane & Co., \$356/100 cards; crane.com.

FIVE ESSENTIAL PAPER POINTERS

Karen Bartolomei, owner of Grapevine stationery in Boston, offers insider tips

- 1 Set a spending limit.** Plan to allocate 5 to 10 percent of your budget on stationery. Factor in all the elements: save-the-date cards, invitations, thank-you notes, programs, place cards and menus. Calligraphy and postage costs will also impact your bottom line.
- 2 Find your inspiration.** Fashion magazines offer tons of ideas. Flip through issues and tear out pages with color combinations and fonts that appeal to you.
- 3 Tell a story.** Tie your papers together with a unifying element that runs through your suite, like a font, color or monogram.
- 4 Ask for proofs.** Your invitation suite shouldn't be sent to the printer before you've signed off on a final proof, so be sure to request a color PDF or letterpress-quality sample.
- 5 Put your stamp on it.** The envelope is the first thing guests see, so use memorable postage. Design your own stamps at Zazzle.com. —REPORTED BY ELIZABETH JENKINS

YOU ARE INVITED!

J&J

are getting married

SATURDAY
NOVEMBER 11
TWO THOUSAND AND
at half past three in the

COSTA MESA
PESCADERO, CA

ARE YOU COMING?

Please let us know by October 30th

LET THEM KNOW IT'S A PARTY

Pop Art invitations are perfect for couples hosting fun, irreverent "I do's." The key to getting this style right is ignoring all classic wedding conventions. Experiment with loud colors or try a playful handwritten font—it's all about reflecting your unique style as a couple.

Letterpress on cotton paper, Peculiar Pair Press, \$4,000/100 invitations; peculiarpairpress.com.

Wiley Valentine & Co. Brunch

Please visit www.jaxnjobs.com for more details