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Your event invitation should generate excitement and set the tone for your celebration. It is the first thing guests will receive and should reflect you as a couple, your personal taste, as well as setting the scene for your party.

All of my designs are as unique as the event they announce, and as individual as the people who are celebrating.

#### BIOGRAPHY

I have been designing stationery for a wide range of celebrations since 1999. My business began, quite by accident, when I was asked to design a friend's wedding stationery. At the time I was a designer at a highly respected consultancy in London, but had always wanted to work for myself. I began to research what was available in the wedding market for brides who wanted something personal and totally unique.

Much of the stationery that was available was an 'off the shelf' selection that was very limited, where clients were only able to choose from a set range of styles. Having talked to many people at wedding shows, it became clear that there were many couples who would prefer to have a more exclusive service, providing very personal and unique stationery designed just for them.

I have used my experience gained from working in the corporate design industry to create stationery that is not pre-made and mass produced, designs that can not be ordered from a catalogue or website.

All of my designs use the best quality papers, printing and finishing techniques, and are truly personal!

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## ETHOS

I am passionate about exploring unusual print techniques and using special papers to create a design that is really special. The majority of my designs are inspired by listening to my clients requests and understanding the feel that they require for their celebration.

I like to find out about their interests, favourite colours, music, the location of their event and the style they envisage for their celebration. I love being able to use an unusual venue to inspire a witty or stylish design, and even sending an object as an invitation rather than a conventional printed paper announcement. There is nothing more thrilling than hearing my clients talking about the wonderful feedback they have received from friends and family upon receiving one of my designs.

Too often the stationery is not given the consideration and attention it deserves. Unlike other elements of the event design, the invitation, and accessories that complement it, are keepsakes for your guests.

Most of my clients comment that the stationery is often kept along with the photographs, as a reminder of a really special day. Many clients choose to frame their stationery as a permanent reminder of some wonderful memories.

The accessories that follow should reflect the design established by your invitation and they will enhance your guests' overall experience at your celebration.