

JANUARY 2008 \$6

partypaper.com

# PARTY & PAPER

RETAILER

THE INFORMED RETAILER'S CHOICE

## Bridal Issue

Full  
night  
out

your party planner ...

the plan ...

the place to be ...

the fun begins on ...  
at ...

r.s.v.p.

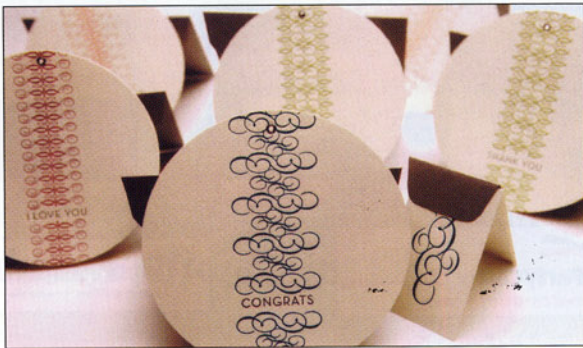
P.O. Box 128, Sparta, MI 49345 Change Service Requested

**Halloween Apparel**  
**Pet Costumes**  
**Balloons**

## Putting it on Paper

Just like her gown and accessories, brides build a paper wardrobe driven by fashion

By Sarah Schwartz  
Editor at Large



Incredibly elegant letterpressed circle cards from **Gilah Press + Design** are held together with a grommet.  
**410-746-9059**



Save-the-dates and wedding announcements from **Belly Bean Designs** get extra punch thanks to personal photos.  
**617-306-8395**



Coordinates from **The Happy Envelope** can stand alone, or their design elements can be replicated on several pieces.  
**865-457-7577**

After the heartfelt vows are exchanged, the last dance is danced and the happy couple is back from a sunny honeymoon, the bloom is officially off the bridal rose. All that remains (other than a marriage) are memories, proofs that will hopefully soon come back from the photographer — and the paper ephemera commemorating different aspects of the occasion (this includes all the thank-you notes that still need to be written, of course).

Although some elements never really change, the contemporary wedding is always in flux. Take save-the-date cards for example. A decade ago these were restricted to a well-heeled urban crowd throwing weddings in exotic locales. These days, after receiving several in the mail for her friends' weddings, every bride has got to have one.



Brides are using these wine tags from **Boatman Geller** on wine bottles at reception tables, on water bottles in the hotel rooms of out-of-town guests and even as door knob hangers.  
**866-573-9429**