Stationery Today

The Official National Stationery Show® Daily

DAY TW

5th Anniversary LOUIE ward winners named

he Greeting Card
Association (GCA)
nored the 25th Anniversary
UIE Award finalists and
mers in 52 different
egories, as well as the
t-ever recipients of a
UIE Award for Lifetime
hievement, at an elegant
at The Lighthouse at
elsea Piers in New York
hight.

The special Silver niversary celebration attended by more n 300 guests, including list companies, industry ilers, manufacturer's resentatives and

suppliers, as well members of the press. This year's theme, The Artist & The Card, which celebrated the artists behind the cards, and the simple yet broad medium of paper, was reflected in numerous ways at the event, from an intricate cutout paper entryway that guests walked through on their way into the venue, to a gallery of hanging frames showcasing all the finalists cards to exquisite table decor.

A noteworthy reflection of the theme was the

LOUIE continued on page 19





of the Year winners: Maginating, left, above \$3.50; Oh My Word, \$3.50, right.

Color trends not to miss

hen Leatrice Eiseman stepped on stage for her talk, "Style, Substance and Color: Major Trends and Directions," Sunday morning, it was hard not to notice her emerald skirt. Emerald is Pantone's color of the year for 2013 — and a color trend that Eiseman, executive director of the Pantone Color Institute, said isn't going away any time soon. But it's not just emerald.

"Green is just a color that has captured everyone's attention and it's not going away in 2014," she said.

Much of this has to do with an attention to healthy eating and healthy living, which typically bring the color green — in all its shades — to mind. According to Eiseman, people usually associate a yellow-green with healthy foods, so Eiseman said they're seeing a lot of those tones, as well.

"Green is good for you," Eiseman said. "There's proof today that when we're surrounded by By Kimberly Baker Director of Media Services



Leatrice Eiseman

green, we literally take deeper breaths. When we take deeper breaths it gets more oxygen into our system. So having green around is good for you."

What's more, as the popularity of a simple food item gains popularity — and as its media play increases — it can influence color trends. The recent popularity of green smoothies and other health foods continues to play a role.

"If you've got things that are important out there, the color of it will catch (people's) eye," she said.

COLOR continued on page 2

TODAY at a gland

Show hours

Monday, May 20 -Tuesday, May 21 9 a.m.- 6 p.m.

Wednesday, May 22 9 a.m.- Noon

Today's seminars

- Explode Your Sales: Part 2
 Mining Diamonds In Your (
 Backyard
 (Room 1C03)
 9 a.m.-10:30 a.m.
- Visual Merchandising that Inspires Sales Rear of 3400 aisle 11 a.m.-Noon
- How to Schedule Your Wee on Social Media (Room 1C03)
 12:30 p.m.-2 p.m.
- Consumer Trends and Seasonal Insights Rear of 3400 aisle 2 p.m.-3 p.m.
- Best Practices for Selling Online (Room 1C03)
 3:30 p.m.- 4:45 p.m.

See the full schedule on pag in STATUS

INSIDE

LOUIE Award Winners

Exhibitor News



Visit us at the National Stationery Show
Booth # 2350

DAYTWO

oho Paper to showcase number of new products uring NSS

oho Paper has exhibited at NSS for eight years and is back 2013 to highlight some of its prites, such as its trendy, art o patterns, as well as Wrapock. Also on display are a mber of new products, such new pocket invitations; new terns, papers and colors; and w invitation embellishments. Every year at NSS, we witness the exhibit is more than what

we expected. That motivates us to keep coming back to NSS every year," according to the company.

Soho Paper has no minimum order, plus all NSS attendees who place an order during the Show will receive 10 percent off their order.

Learn more at www. soho-paper.com.

BOOTH **# 1740**



Don't miss SURTEX!

ttention manufacturers and those involved in product design and development! Don't miss SURTEX®, the global B2B arketplace for original art and design. Located adjacent to the SS and Creative & Lifestyle Arts in Hall 3A, this is a must-attend ent for discovering the latest surface designs for your next roduct lines. Relevant NSS badges will be permitted access.

e Papillon Ribbon & Bow Co.

BOOTH # 1103

O. Co.

Pickett's Press to highlight bespoke letterpress stationery and more

ickett's Press is showcasing a number of its products, including its bespoke letterpress stationery and its boxed letterpress and engraved stationery.

Founded in 2008 by artist Kate Pickett, Pickett's Press offers a wide selection of custom letterpress stationery, digitally printed stationery and an ever-expanding home and accessories line. The company specializes in creating everything from formal invitation suites to fun children's social stationery, embellished with custom illustration for all kinds of projects.

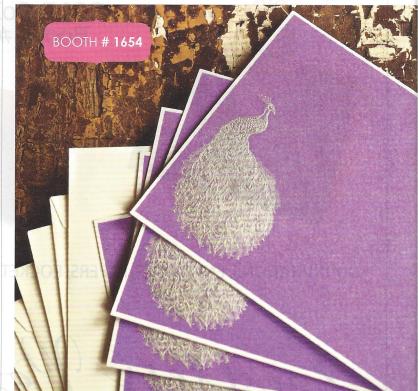
Pickett, president and founder of Pickett's Press, is a native New Yorker who graduated from Harvard College with a bachelor's degree in art history in 1997 and from Harvard Business School in 2003.

After working in Merchant Banking and Mergers and Acquisitions, Pickett gained her retail experience as a stationery buyer at Kate's Paperie before launching Pickett's Press, a bespoke letterpress and printing company incorporated in 1999 Every image in the Pickett's Pres design library is hand drawn by Pickett, and each product is completely customizable.

In 2010, Pickett opened a reta showroom on Lexington Ave. in New York. In 2011, she launched companion line, Pickett's Papers focusing on gift items incorpora the designs of Pickett's Press.

Pickett's interest in social entrepreneurship is long standi she founded the Children's Art League of New York with her childhood art teacher in 1997 a served as director of the board of 2011. Additionally, she serves of the junior board of Baby Buggy, the Society of Memorial Sloan Kettering Cancer Center and works on the Pediatric Support Committee of New York Hospit

Learn more at www. pickettspress.com.





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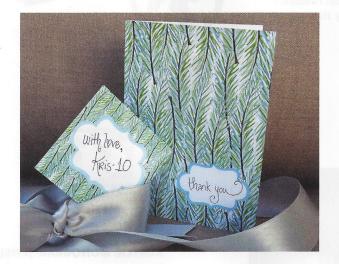
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