

WINTER HOLIDAY

"A quality photo is always a holiday market 'hottie,'" stated Ryan. "Add sparkle, foil stamping or hand lettering and (your) product will stand out. That card is a sure hit on the Holiday Wall of Fame!"

What's Hot: The recipe for a great photocard typically includes a great pattern like chevron, stripes, dots or damasks combined with cool fonts and a great photo, suggested Abbey Malcolm, owner/creative director, Abbey Malcolm. Letterpress+Design. "This year, the inclusion of fun, multiple color letterpress printed patterns has become more popular, along with edge painting."

"Our color palette is very diverse for a holiday collection in that we're bringing in fashion shades of blues and pinks as secondary colors within compositions," agreed Lisa Blinn, vice president, Crane Stationery.

Also look for: luxe touches like letterpress, patterned envelope liners, die-cutting, photo-tipped images; gold in both yellow and rose hues; hand-lettering and messy, brush scripts; kraft papers; and double-thick and shimmer stocks.

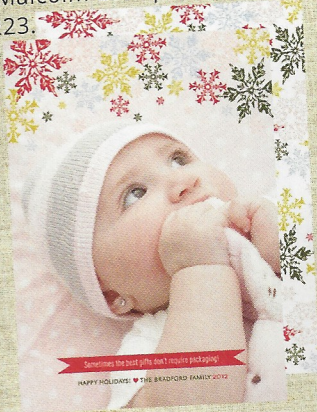
Tried & True: Seek out traditional colors as well as familiar motifs like pinecones, birds, reindeer, holly, Santa Claus; and vintage botanicals paired with opulent textures of flocking and foil stamping. "Just when we think we should retire our wreath, hanging ornament, red bow mistletoe or snowflake, we are suddenly bombarded with orders for (them)," laughed Ryan. "We simply add a touch of gold, silver or neon glitter and traditional becomes traditional with a twist!"

"We love updating classic patterns, like taking a classic chevron and adding an Ikat element," explained Haute Papier's Erin Miller.

Designer Quote: "Designing for the Holiday market is extremely challenging: How many unique ways can Santa Claus be depicted? In the end it's the combination of imagery, composition and color that will connect with your customer — and you better know who that customer is!" — Lisa Blinn, Crane Stationery

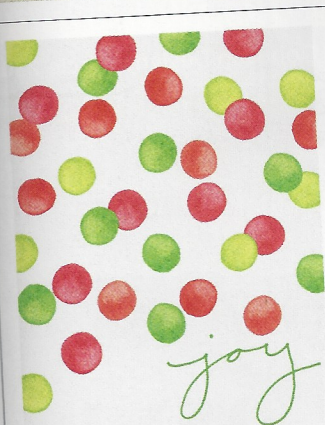


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