

PARTIES WEDDINGS CELEBRATIONS

# Confetti

2011

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## INVITATIONS



PHOTO: ERIC STEPHENSON PHOTOGRAPHY

By Joy Lawrence

"I ask the bride....if you get two invitations for the same date, which one will you go to?" says Ann Marlin, owner of Cloud 9 Weddings and Papers. She continues, "If it's got pizzazz, great design and colors, and is substantial, you know how the event will be. If it's accompanied by chocolate, you know you're going to be pampered at the party!"

With those comments, it's easy to see how the invitation sets the tone for your wedding, party or mitzvah. This is the very first impression that your

guests will receive and you'll want to make sure that they respond with an enthusiastic "yes." If a save-the-date card comes first, it helps to make sure it grabs attention. Debbie Orwat, wedding planner and owner of Save the Date Events relates, "We had one client even do a video save-the-date with their love story and how they met."

Hanna Shaner, Owner of Inscriptions, Inc., agrees with all the above, adding, "More people are interested in presentation, so things are going out in boxes and pouches made

of fabric such as silk, suede or cotton. That's the thing people like—with so much e-mail, it's nice to get real mail."

Orwat sees a lot of interest in letterpress printing. She also has used mixed fonts and custom calligraphy. Marlin adds, "With the economy we're seeing more digital work and thermography," and Shaner finds calligraphy popular as brides go back to more traditional looks. Stephanie Zaitz, owner of Signed & Sealed by Steph also sees letterpress continuing to be popular, adding "We use eco-friendly and



thick cardstock. The deep impression offers a tactile experience to recipients.”

Think outside the box for materials. “One of the coolest things we’re doing now is metal invitations. [Very lightweight brushed stainless steel.] You can screen a photo on them—it has a rock ‘n roll flair. It’s an amazing keepsake, too.” Marlin relates, “We did a letterpress folio that was wood-grained with a bright orange damask pattern inside—Colorado meets vintage chic.” She adds, “I have a great letterpress line that is 100 percent green; all organic dyes, wind turbine-produced papers.” Orwat has also used a thin wood veneer about which she says, “It’s rustic but elegant.” Zaitz sees alternative materials as a trend, “However we are utilizing these materials in unique ways. We have printed on mirror, metal, plantable paper and chipboard. The alternative materials are endless and will continue to be popular.”

Shaner sees brides “Looking at a traditional, simple, clean style. You’ll see color in destination weddings—bright colors for a Caribbean wedding, coral shell for one who got married in Australia.” Marlin states, “Brides are getting more fearless, letting themselves play with a lot of elements.” They get positive responses from guests, especially when they see the elements repeated in menus, thank you notes, programs, gift tags, napkins and such. “When you see this element, you think of this couple,” she adds.



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PHOTO: PAUCE ELIZABETH PHOTOGRAPHY



PHOTO: INNER IMAGE PHOTOGRAPHY

OPPOSITE: This wedding invitation, designed by Signed & Sealed by Steph, conveyed a vintage, eco-friendly style. The wedding was planned by Affair with Flair. TOP: For an entertainment-themed bat mitzvah, Signed & Sealed by Steph created a letter-pressed invitation adorned with a Swarovski crystal band. MIDDLE, LEFT: Letterpress invitations of 100% heavy cotton stock are made by Elum and found at The Stationery Company. MIDDLE, RIGHT: The bride created these fan-style programs for her elegant wedding, which was planned by Save the Date Events. BOTTOM: Affair with Flair planned Dena and Aaron’s wedding; the couple created these escort cards by hand.



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Zaitz states, "Being green and eco-conscious are important. Replying online and using plantable paper for invitations, programs and escort cards have enabled us to capture this ever-growing trend."

Another Denver invitation provider is Foils + Dies. This is no ordinary print shop, and their specialty printing designs and processes border on the extraordinary. Recent wedding invitations included a letterpress package in blue on soft white featuring a dragonfly and curly leaf patterns reflecting the event at the Denver Botanic Gardens. Another incorporated sprigs of lavender and bumble bees, symbolic of details of their special day. This was letterpressed in brown ink and enclosed in a pouch with a chocolate satin ribbon pull tab for easy and elegant removal.

OPPOSITE, TOP LEFT: Guests were invited to Camp Rebekah with these wooden printed invitations finished off with suede detailing, created by Signed & Sealed by Steph. A personalized 'save the date' letter from Rebekah captured the theme and set the tone for the event.

OPPOSITE, TOP RIGHT: A folio presentation with letterpress damask navy invitation, striped pocket holding the RSVP card, navy striped transportation and accommodation card and map, created by Cloud 9 Papers.

OPPOSITE, BOTTOM LEFT: This wedding invitation, by Piper Vitale Design, focuses on a large oak tree—the location for an outdoor summer wedding. Supplemental pieces included RSVP cards and dessert menu.

OPPOSITE, BOTTOM RIGHT: The Stationery Company offers these Elum letterpress invitations, printed on 100% heavy cotton stock.

Joy Lawrance has written travel features for many major national newspapers. She also writes for the *Colorado Expression* magazine family, *Cruise Travel* magazine, and writes columns on Travel with Grandkids.

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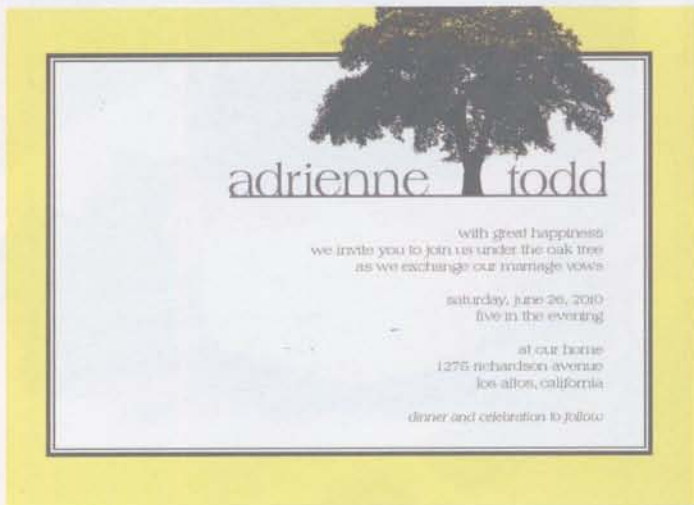




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