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Sealed with a Kiss

Virtual Ideas For Physical Invitations

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Abbey Malcolm Press (www.abbeymalcolmpress.com)



Clockwise from top: Zenadia Design (www.zenadiadesign.com); Hello! Lucky (www.hellolucky.com); Revelry Invitation Studio (www.revelryinvitations.com); RSVP-to-Me (www.rsvp-to-me.com); Abbey Malcolm Press (www.abbeymalcolmpress.com)

For generations, sending out wedding invitations has been one of the first traditions a couple shares together with their loved ones. Your beautifully crafted invitation is the first impression your guests will have of your special day. With carefully designed details, they let guests know what type of wedding you're having, whether it is a formal, black-tie affair, a casual seaside celebration, or perhaps a quiet, intimate ceremony.

With the emergence of websites that offer electronic invitations, brides now have the option to opt out of sending a physical invitation. While this may seem like a good way to save money and time spent creating a tangible

invitation, the digital invitation lacks dimension, texture, and the warmth of human touch. "Your invitation is your guests' first look at your wedding. You want them to see the thought, time, and effort you put into it," explains Kelly Samm Adams, owner of RSVP to Me, which provides a unique service for customized invitations and stationery. "It's not just a birthday party or Superbowl party. It's your wedding. Take the time to show your family just how important this day is to you," she says. Recipients should get the impression that you truly want to share this special day with them. Can you really get this message across with a digital invitation?