

BY THE PUBLISHERS OF SAN

SAN FRANCISCO

Brides

MODERN LUXURY™



*California
Dream*

ECO
THE BEST GREEN
WEAR-IT-A

EXOTIC

INVITATION NATION: IT S

OSCAR DE L
INTO

DESTINATION W

AND HERE CO
BAY

PREMIE

SAN FRANCISCO BRIDES 243 VALLEJO ST. SAN FRANCISCO, CA 94111 MODERNLUXURYBRIDES.COM



ISS 0002 8888888 888888



WED DOSSIER INVITES

BY MARY JO BOWLING AND KAREN PALMER
PHOTOGRAPHY BY ALEX FARNUM



PARTY



Clockwise from top:
Alia Designs; Gryphon
Stationers; Hello!Lucky.

HOT OFF THE PRESS

Forward-thinking invitation designers shake things up in the

For years, the Bay Area has been at the forefront of all, it was Julia Holcomb of Emeryville who dusted and set off a tsunami of wedding-invitation style throughout the country today. However, there are changes afoot in the stationer scene. Here are three companies that are leading the way.

LETTERPRESS LIBERTINES

Sisters Eunice and Sabrina Moyle of Hello!Lucky stand out a little differently. The nature of letterpress leads many designers to traditional and simple designs with a limited color palette. The Moyle sisters take a different approach, using multiple colors (a very time-intensive proposition in the world) and bold graphics in their work. When looking for inspiration, they found it in eclectic places, such as fabrics and Moroccan tile. They've also been finding it in collaboration with other designers. Hello!Lucky is a letterpress designer in the high-end, custom stationery world from and develop invitations with artists.

The result is their delightful Destinations Collection, which includes high-style gift wrap; hipster-chic nature motifs from Julie Rothman; 1950s pop graphics applied to cards from Lab Partners; and modern, eclectic work from Florida-based Dewberry. Hello!Lucky, 415.355.0008, hellolucky.com



DESIGN FOR ALL

The words “cutting edge” and “engraving” aren’t typically used in the same sentence—but Trina Hancock and Erik Olsen, the visionary design duo behind Gryphon Stationers, a line of fully customizable invitations, may take issue with that.

“I see engraving as very modern,” Hancock says. “You can use a level of detail that you can’t get with letterpress. And you can use metallic and light-colored inks on dark card stocks.”

Engraved invitations are elevated even further with Gryphon’s ingenious online ordering system, where couples can create their dream invitations by choosing from 12 different designs. Users select colors and fonts; Gryphon smartly offers wording advice to ensure proper language and etiquette.

If you’re not design-savvy, no need to fear. “We made the website a win-win situation: All of the colors go together, and the text isn’t going to run off the page,” Hancock says. “The preview you see is what the invitation is going to look like, and you’ll get an email proof for final approval.”

Perhaps sometimes, what you see really is what you get. *Gryphon Stationers*, 415.565.7126, gryphonstationers.com.

LUXE DETAILS

At Alia Designs, the fashion runway inspires invitations. Sisters Pavan Kochar and Puneet Messler thought “out of the envelope” to design their first invitation for Messler’s wedding—and their idea spawned a company. Instead of traditional envelopes and card stock, the sisters create custom three-dimensional invitations using exotic eco-materials from around the world: embroidered silk, brocade wraps, genuine gemstones, and beaded ribbon. Invitations are often created in a folio form and arrive in a box rather than an envelope.

To open an Alia invitation is like opening a luxe gift, which is exactly the point. “After the ceremony is over, the food is eaten, and the dress is put away, these invitations will remain,” says Messler. “We wanted to create something that could be a wedding keepsake for all who attend.”

The creation of the invitations is a mix of high tech and old-world craftsmanship. Each design is rendered digitally, then sent to artisans, who can dye fabric, weave lace, embroider designs, and bead fabric—all by hand. These invitations signal an elaborate event, and many of Alia’s bridal clients use the invitation motifs throughout the ceremony. *Alia Designs*, 650.387.3330, aliadesigns.com. ■



Clockwise from top left: The Mayle sisters; Hello!Lucky Letterpress; adorned invitations from Alia; Alia Designs team; Trina Hancock of Gryphon Stationers.

