

Friday, July 27. 2012

Save-the-Date, Part I (and a GIVEAWAY!)

(Scroll down if you have no interest in this post and just want to enter the giveaway :) Details are at the end of the post.)

If you remember my conversation with the bride-to-be about her save-the-date cards, you will recall that she wanted images of a bicycle incorporated into the card. Well, with a picture this cute, (faces hidden to protect their identity...:) I quickly convinced her that the cover of her card should be the picture, the whole picture, and nothing but the picture. I'm sure you'll agree:

All I did was select cardstock that coordinated with the photo. The base card is actually watercolor paper. The second layer is Old Olive cardstock, and layer number 3 is my trusty drywall tape. If you look closely at the edges, you'll see that I inked them to give the card a distressed look.

I was so proud of the bride-to-be (I have known her for years) because she made her save-the-date banner from scratch. Way to go! (She was so proud of herself.)

Save-the-date cards weren't around when I was planning my wedding, although the concept of letting people know the wedding date in advance was certainly a thing. I remember calling people on my rotary-dial land-line telephone to tell them our wedding date. Guess what? If they didn't answer, I actually had to call them back. Why? No answering machines.

To be continued...

GIVEAWAY:

I'll be working on these and other cards while watching the Olympics. Are you a multi-tasker? If so, tell us [HERE](#) and [HERE](#), or leave a comment, and let us know what you'll be doing while you're watching the Olympics. I'll pick one winner to receive a free one-time card package. Enter by Monday, July 30th at 11:59 pm eastern.

Posted by Charlene in Card Ideas, Weddings at 14:47

Thursday, July 19, 2012

Chivalry is NOT Dead

I am so happy to report that chivalry is not dead, and I have first-hand knowledge to prove it. Remember the meeting I had with the bride-to-be (hereinafter to be referred to as the BTB) to discuss save-the-date and wedding invitations? Remember I mentioned that not only did the BTB bring along her mom, but also the groom-to-be, too? Very impressive. I was touched by the fact that he didn't just sit there and nod and act interested, but he was actually engaged in the process. He was excited and offered some great ideas and input.

That was chivalrous move number one.

Chivalrous move number two is something I will never forget. Let me back up a little bit first and tell you about our original discussion about the save-the-date cards that we had at our meeting.

The BTB and GTB originally planned to send out electronic save-the-date announcements. You know, e-vites, Facebook events, Tweets, blah blah blah. Their purpose was to save money on postage. I about fell off my chair when the BTB said she hadn't seen a stamp in years, didn't know how much a stamp cost, and didn't realize that people still use stamps. (That, my friends, is the reason why eWillow.com exists. We cannot let the tradition of mailing cards die!) However, I understand their situation. They are a young couple and money is tight. The GTB agreed with me about how nice it is to receive cards in the mail. (Major points scored!)

Fast-forward to about thirty minutes after our meeting ended. The BTB called and said that they changed their minds and definitely wanted to MAIL their save-the-date cards. She then proceeded to tell me...okay...get ready for this...the GTB said he didn't care if it meant that he had to work an extra day just to pay for the extra postage. He wanted the cards mailed.

And that, my friends, put a huge smile on my face and made me realize that yes, there are still people out there who know what true love really is all about.

To be continued...

Posted by Charlene in Card Ideas at 12:48

Wednesday, July 11, 2012

A New Challenge: Wedding Invites

I've mentioned before how much I love a challenge when it comes to creating cards for clients.

Last night I had the pleasure of meeting with a bride-to-be and her mom (the groom-to-be came, too...how cute is that?!) to discuss save-the-date and wedding invitations.

She knew exactly what she wanted, which makes my job way more fun. Luckily, she had a picture of what she wanted, so now my job will not only be fun, but also will be easier times ten. The wedding will be a vintage library theme with neutral and pastel colors. Very pretty.

The goal:...create a Harry-Potter-looking marauders map. The challenge: make the invitation appropriate for a wedding, while using the following stamp sets:

"Postage Due" for the Save-the-Date cards:

"Fine Feathers" for the Response Cards:

"Clockworks" for the cover of the Invitation:

"Established Elegance" & "Papaya Collage" for the inside of the Invitation:

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Stay tuned for more info on the first part of the challenge...the Save-the-Date cards. Wait until you see the adorable photo that is going to be mailed along with the card! So cute! (and handmade!)

For more information on custom work, send an email to info@ewillow.com.

Shop for our cade packages [HERE](#).

Posted by Charlene in Card Ideas, Stampin' Up! Product Ideas, Weddings at 13:05

Tuesday, July 3, 2012

International Shipping Now Available & More

Howdy friends! Check out all of the new buying options in our storefront. Not only do we now offer international shipping, but we also offer discounts on our monthly and quarterly card packages if you purchase a yearly subscription and pay up-front.

Now that all of these little nitty gritty things have been taken care of, I can get back to blogging about the important things in life. Ya know...like paper crafting things and such...

Posted by Charlene in Card Ideas, Gift Ideas, Giveaways & Promotions at 18:04