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# gifts

and decorative accessories

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STATIONERY PREVIEW:

## What's In The Cards



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# Design Trends in Stationery

Here's "what's new" and what to keep an eye out for as you shop the National Stationery Show and upcoming summer shows.

BY KATHY KRASSNER

I'M OFTEN ASKED IF THERE REALLY ARE ANY NEW TRENDS IN STATIONERY. THE ANSWER IS ... YES!

Sure, there are ongoing trends such as "green," "vintage" and "humor," but there are also plenty of new takes on recurring trends, and clever new spins on classic product categories. In other words, there's much to see and buy that will add pizzazz to your merchandise mix and pique your customers' interest.

**1 Motion.** The addition of motion to greeting cards and stationery products is helping to make this merchandise move out the door. Some items employ lenticular technology to animate their designs, such as Avanti Press's "A+Plus Motion" card collection, and the new lenticular notebooks from Vandor. Other companies use more "old-school" techniques, such as the handcrafted paper-doll cards from Hungry Dog Designs, which have movable arms and legs courtesy of simple brads.



Hungry Dog



Notes & Queries

**2 Windows.** Windows offer a peek into the product that lies beyond. Sometimes these windows are die-cut, such as the intricately die-cut Forever Handmade greeting cards

from Notes & Queries. Other times, unique packaging provides a window — as with Joelle's keepsake box (see p. 96) of "Shared-Wisdom" cards, or the Glass Top Note Card Box from Fringe Studio (see *G&DA*, March/April, p. 81).

**3 Fabric.** Paper isn't the only medium for greetings. In fact, several new fabric products are delivering messages in ways that are unique, long-lasting and eco-friendly. Fiddler's Elbow recently debuted its "CardTowel," a greeted kitchen towel with space on the back to write a personal message. Additionally, fabric wine bags from Amscan feature embroidered designs and greetings.



Fiddler's Elbow

**4 Top-Loaders.** To add design interest to stationery, sometimes all that's needed is a little twist ... in this case, turning the top from horizontal



Punch Studio

to vertical. Several companies are introducing notecards featuring top-loading envelopes, including Punch Studio, Dempsey Press and Iota, which introduces a notecard set that comes in a reusable box with button-tie closure (see cover).



Feterie

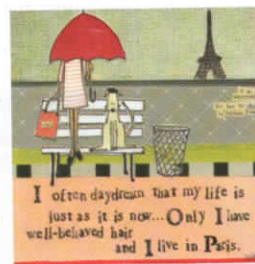
**5 Scalloping.** Styles in stationery often follow fashions on the runway, and this year's walk down the National Stationery Show aisles will be a reflection of what's hot in apparel. For example, skirts with scalloped hems are translated by Feterie into notecards with scalloped edges. And, just as layers have been all the rage among fashionistas, so are coordinated layers of paper on numerous fashionable invitations, such as those from William Arthur.

**6 Teatime.** The English tradition of tea seems to be gaining ground in the U.S., as more Americans are switching at least a few of their cups of coffee to tea. Reflecting this, more tea-themed cards are brewing, including a teacup motif get-well card from Anna Griffin, and "High Tea" notecards with recipes from Interdecorations.



Interdecorations

**7 Francophilia.** American companies — and customers — continue to have a fascination with all things French, as evidenced by the use of Parisian



Curly Girl