



BESPOKE BRIDAL PAPER  
2012 GUIDE

# Welcome

Your stationery is a way to set your wedding apart from all others. The invitation announces a couple's new life and reveals their personal style. Yes, it tells guests what to wear, where to be and when, but most of all, it lets your guests know how important it is to have them at one of the most meaningful events in your life.

An invitation sets the tone for the festivities to come. From the moment they receive their package in the mail, your guests will know your wedding day will be something to look forward to, celebrate and remember. From save-the-date cards to thank you notes, your bespoke stationery ensemble will be so you.

Each *à deux* creation is meticulously handcrafted from the finest materials. Each piece is a work of art as exceptional as the couple it is designed for and as captivating as the celebrations it announces. Let us help you create something truly special.

*"Luxury is exclusivity - it is made for you  
and no one else has it."* — Chanel CEO Françoise Montenay

## Timeline

More time is always better when it comes to ordering your bespoke bridal stationery.

### SAVE THE DATE:

Design should begin as soon as you have a firm date and at least 8 months before your wedding.

Mail 6-8 months before your wedding date.

Mail a year in advance if your wedding is near or on a major holiday or requires extended travel for your guests.

### INVITATION:

Design should begin no later than 6 months before your wedding date.

Mail 6-8 weeks before your wedding. Mail your invitations 10 or more weeks before if you have a large number of international addresses.

### ACCESSORIES:

We can begin the design for your Programs, Menus, Favor Tags, Thank You notes, etc. once we have finalized your invitation design.

## Pricing

Basic ensembles include a save the date, the invitation, response card with envelope, full assembly, and coordinating thank you notes. Pricing for 100 letterpress or engraved invitations begins at \$2,500, and flat-printed sets start at \$800.

Because each wedding is unique, the cost of our stationery varies. From concept to completion, each set can take weeks to produce. Pricing is based on the materials used, the complexity of the finished design, the printing style, and the quantity.

The design and production options I present will be geared to meet your unique creative and financial goals. The cost for your personalized stationery will be provided approximately 1 to 2 weeks after your initial consultation.

### OFTEN ASKED:

*How much should I spend on my wedding stationery?*

Generally, couples spend 5-10% of their overall wedding budget on their invitations and accoutrements.

*How many invitations should I order?*

Each couple and family will get one invitation. Individuals and guests who are invited with a date also receive one each. So think about your guest list in terms of couples, families and individuals and there's your number. Then add 25. It is always better to have a few extras since it is expensive to order reprints later.

## consultation

Your made-to-measure bridal stationery ensemble starts with a conversation. Ideally this happens in person but a phone or video call can work as well.

I will devote one to two hours to discussing you and your wedding and I want to see all of the special details to make sure I understand your vision. Please bring any inspiration pieces you've collected: magazines, poetry, fabric swatches, music, colors, floral ideas, photos. If possible also come with:

- Wedding date and information about your venue
- The number of invitations you will need
- A sense of what we will be working on: Invitations only? Engagement announcements? Programs?
- How many do you need? How would you like it worded? When is the RSVP date and where should they be sent?
- Your stationery budget

If you're unsure about any of this, don't worry. Whether you have a strong idea of what you want or just an inkling of inspiration, we'll work together to create an ensemble that is distinctly yours.

## choosing à deux

Approximately 1 to 2 weeks after the initial consultation, I will provide you with a design proposal that includes a production schedule, printing options, materials, a contract of services and the estimated cost. I am happy to set up an appointment to go through the proposal in person. Otherwise, it will be delivered to you via email.

To initiate the design of your made-to-measure bridal stationery, you must sign the contract and return it with a non-refundable 50 percent retainer.

### OFTEN ASKED:

*Do you handle same-sex marriages, civil unions, commitment ceremonies and the like?*

Of course!

Whether your state recognizes your desire to marry or not, *à deux* acknowledges and welcomes gay clients. The ceremony and its accompanying invitations are a celebration of your love and your lives together. We really don't feel that sexual orientation is an issue when it comes to creating beautiful, personalized stationery for one of life's biggest events.

## proofs and approval

Once *à deux* starts creating your ensemble, we will be in regular contact regarding any additional ideas or changes that need to be made. Up to three rounds of revisions are included in the price of your bespoke design. Any additional changes or edits beyond that will incur an additional fee.

The first proof of your custom stationery suite will be emailed to you. This is your opportunity to make revisions via email or phone, or approve the designs. *à deux* will make your changes and email you when a second proof is available for your review.

A final proof will be sent for your approval and you must fax or email it back with your signature on each page. Written approval means that everything is to your liking and completely accurate, from the dates and times to the colors.

Any error that is discovered after signing off on the final proof is the full responsibility of the client. If you choose to reprint, you will be responsible for 100% of the material and labor costs.

## production

Printing and production begins once you provide final written approval of your design proofs and pay the balance in full.

Depending on the production method and finishing services you select, you will receive your custom stationery within four to six weeks of final proof approval. Of course, I remain available to you following delivery should you need other creative assistance for your wedding.

## addressing and delivery

It is customary for guests' name and addresses to be written on the envelopes in ink by hand. Fine calligraphy has an unmistakable beauty and *à deux* works with several calligraphers who can help you choose a style that fits best.

Assembly, calligraphy, and placing in the post can be completed by *à deux* so you have one less thing to worry about before the big day. Any extra printed material, thank you notes and additional custom postage will be delivered to you when your invitations are mailed.

### OFTEN ASKED:

*What are the different printing methods?*

**Engraving** is the most formal means of printing. A metal die with an impression cut into the surface is filled with ink then pressed against paper creating raised areas of the paper coated with ink. This creates a raised surface on the front of the paper.

**Letterpress** very nearly became a lost art but has become very popular again. In the oldest form of printing, ink is applied to the raised portions of a printing plate which is then pressed on the paper. The type and any images are debossed instead of raised.

**Thermography** is a cost-effective alternative to engraving that emulates the raised lettering but has a shiny finish. A special powder is added to the ink printed on the paper. The printed piece is heated and the powder and ink mixture dries to form a raised effect.

**Offset Lithography** is also known as flat printing and is the way most books and magazines are printed. The term offset refers to the fact that the image isn't printed directly to the paper from the plates, but is offset or transferred to another surface that then makes contact with the paper.

## *cancellation*

If you should cancel the agreement before production begins, *à deux* will retain the 50 percent retainer. If you cancel after production begins, *à deux* will retain 100 percent of the contract.

## *compliments*

- **BETH & ROB:**

"I have to say that working with Kelli at *à deux* was truly one of the most enjoyable experiences of the wedding planning process for my fiancé and me. She took the time to sit down and get to know our wedding plans, our venue, our style and, most importantly, us. The final product was incredibly unique and left our guests in awe. I would recommend *à deux* to anyone who is hoping to make a memorable first impression for a really special occasion!"

- **AILEEN & BRIAN:**

"Kelli, took the vision we had, applied her amazing creativity and produced the perfect invitation. This set the stage for an absolutely timeless evening. Kelli's expertise, professionalism and unbelievable style are a must for anyone even considering a premiere event."

- **SAKARI & ANTHONY:**

"To say that *à deux* exceeded our expectations for our wedding invitation and associated stationery is a SERIOUS UNDERSTATEMENT. When we approached *à deux*, we requested a beautiful and unique wedding invitation. When Kelli Parker finished our consult, we emerged with an entire brand for our wedding and timeless keepsakes that we will cherish and pass through our family for generations. She took time to listen to our vision for the wedding and she was interested in who we were and how our lives should play into the design. When she presented our original concept we were dumbstruck. It was a very emotional experience.

When we sent out our wedding invitations, the reactions were incredible. Everyone was excited to receive an invitation and felt very special. Our original invitations made our wedding an instant "event." We received phone calls and reports that a few people cried when they opened our invitation box.

The invitations were made more special by the portfolio of custom accessories that were added to enhance our event: rehearsal dinner invites, custom table numbers and thank-you cards for our wedding gifts.

If you want an unparalleled experience in bridal paper and a piece of art that you will cherish for the rest of your life, schedule time with *à deux* as soon as you get engaged."

- **DIANE & RICHARD:**

"My wife only cried tears of joy twice in the preparations for our wedding. When she saw her dress and when she saw her invitations. To say our wedding invitations exceeded our expectations would be an understatement. They were a balance of classic wedding elegance with a modern edge and sophistication. In a word ... perfect."

### OFTEN ASKED:

*What kinds of stationery should I consider ordering?*

We really do it all:  
Engagement announcements  
Save-the-dates  
Duograms  
Invitations  
Maps  
Programs  
Menus  
Seating Charts  
Escort cards & Placecards  
Table Numbers  
Favor tags  
Rehearsal Dinner invitations  
Thank You notes  
... and more. Just ask.

# biography

*Underwhelmed.* That's how Kelli Parker felt after weeks of looking through wedding invitation catalogs in preparation for her own 2005 nuptials. Boring paper, cliché graphics, minimal effort. It all looked the same. Isn't the stationery for one of life's biggest events supposed to be "special?" In desperation, she designed her own invitations and got unexpected rave reviews.



When friends and family came to her with similar complaints about the mainstream invitation offerings, she designed their stationery as heartfelt wedding gifts. Then the phone started ringing and it hasn't stopped. When Kelli decided to start her own design studio, she vowed to be different. "There shouldn't be any limit to what's possible. Your invitations shouldn't be like anyone else's. I'm on a mission to make sure wedding stationery isn't ever generic."

With a background in journalism, art and business, and more than 10 years of experience as an editor and graphic designer, Kelli loves weddings, paper, tiny boxes, silk charmeuse, haiku, many shades of purple, peonies, the way new babies smell and really good design. She has a habit of doing way more than is expected and obsessing over the tiniest details.

*need more?*

It would be great to hear from you.

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