



Customized wedding paper products are not only a wonderful way to wow guests but are also a cherished keepsake.

Personalized Papers & Products

Custom works of wedding art

By Laurie Einstein Koszuta

Creativity and customization are where it's at in the world of wedding paper products and signage. From save-the-dates to invitations, place cards, menus, welcome bags, and signage, these traditional items have become a canvas for bold, personalized works of art that reflect a couple's unique style. While the formality of the wedding plays a role, many couples are opting for designs that transform rectangular invitations into unforgettable statement pieces. "Couples want something completely original," says Chelsea Lee of BluSkies Design on 30A. "Some of the most requested pieces for invitations are custom die-cut shapes, die-cut pocket covers, and layered

pieces. Adding a distinctive touch with unusual elements, such as a skeleton key or delicate belly bands, can hold everything together beautifully." Abby Walsh of Parti Pack, based on 30A, agrees. "Incorporating personal styles into each product is a growing trend. We can create a custom crest, a beautiful monogram in calligraphy, or even a hand-drawn illustration of a favorite pet, meaningful location, or map." Textures are also stealing the spotlight. "We're seeing luxurious features like soft suede, plush velvet, acrylic accents, shimmering gold foil, and thick cotton papers," explains Lee. "These materials elevate and set the tone for an opulent celebration." >>

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And color palettes? Forget the old black-and-gold formula. Lee says that embossed designs with a pop of color are all the rage at the moment. Walsh notes that brides are gravitating toward sage greens, creams, whites, soft pinks, and hints of yellow.

Modern calligraphy continues to dazzle, blending artistry with tradition.

“Whether it’s classic copperplate or contemporary brush script, calligraphy adds timeless elegance and can turn an ordinary piece into a memorable keepsake,” says Lee.

Signage has evolved beyond functionality to become a style statement.

“We created a client’s sign with beautiful lettering, which also had a layered pocket for flowers. Signage has so many choices to choose from, including acrylic signs, fabric backdrops, and a mix of materials like wood, linen, and even framed paper.

For the eco-conscious, sustainable choices are available. Be sure to check with your provider on availability, as these are a more niche option due to higher cost and printing challenges.

“There’s a wide selection of biodegradable papers,” says Lee. “Another option is invitations embedded with wildflower seeds for guests to plant afterward.”

Many couples are opting to add QR codes as they streamline the RSVP process. Lee notes that because QR codes aren’t aesthetically pleasing, she tends to place them on a separate card to preserve the aesthetic while still making it easy for guests to respond online.

With constantly shifting trends, Walsh recommends that couples keep an open mind to new ideas, as what’s in demand for save-the-dates may change by the time invitations are ready to be sent.

As Lee sums it up: “Paper sets the stage for your wedding. It tells your story before the first guest arrives.” ■



From monograms to portraits to maps, local artists can help you curate images that represent you as a couple.