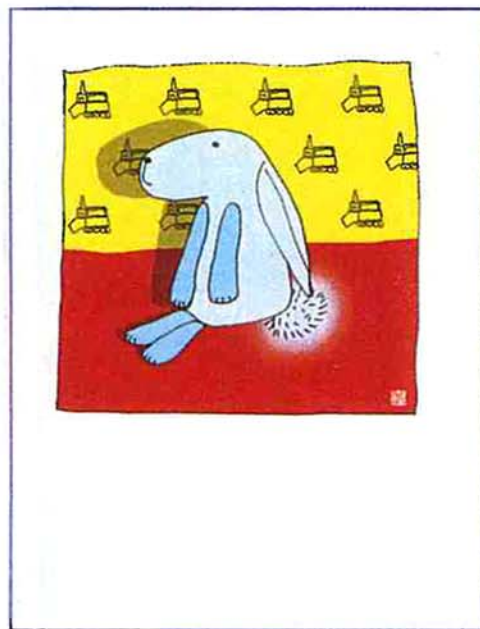


SHOW AND TELL

Stationery Show exhibitors talk trends

by Pamela Graves

The National Stationery Show is traditionally the premiere locale to spot trends influencing the greeting card and stationery designs of tomorrow. In anticipation of the Show, a few exhibitors share their trend observations and tell what we can expect to see from them in May.



The colors of this Bunny Baby card has been updated for 2004. From **Luckychair**, 208 W. 23rd St., #1602, New York, NY 10011; 212/229-0859 or **Circle No. 442**

Watercolor-inspired missives," he says.

Sue Jenkins of **Luckychair** (booth #7456) has observed that the '80s and '90s, as well as environmental awareness is impacting greeting card designs. "Classic styles will stay in fashion but I think retro '50s, 1960's and '70's styles are out now," Jenkins says. "What's in or 'hot' right now seems to be '80s and '90s styles, and anything that looks 'ultramodern' or 'futuristic.' Post punk and new wave influences mean more hot pink, blue, fluorescent yellows and oranges, plus lots of black and white. Modern or futuristic influence could mean more sparkles, gold and silver.

"The new young consumer is more interested in fitting in with the zeitgeist than with originality, but the more mature, seasoned shopper will still be impressed by elegance, craftsmanship, and whimsy," Jenkins continues. "There's also a large group of consumers who are very earth-conscious and healthy, who are looking for simple, elegant, clean, environmentally conscious art. Therefore, I think people will buy less 'cartoon-style' cards and less 'hand-assembled' cards, and will turn to more simply illustrated cards, letterpress, and glossy photograph cards."

Though Jenkins is aware of current trends, she maintains a simple approach to her card designs. "What I did to the Luckychair card line for 2004 was limit the line from over 100 designs to 27 designs, my best sellers," she explains. "Having too many choices seemed to be overwhelming to the consumer, and by limiting the designs people are ordering more cards at one time. I've added eight enclosure cards and four note card packs. I've also updated the colors on two of my most popular baby/shower cards so they are more 'girly' and 'boy-ish.'"

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