

As You Like It

DESIGNS FOR A NEW YEAR

by Pamela Graves

As a new year and a new selling season dawns upon us, many greeting card, stationery, and stationery-related designers and manufacturers have been advising this Stationery Editor of what they'll be introducing in 2003. So in this edition of the "Gazette," we thought we'd celebrate "newness" by presenting a few noteworthy introductions creating new looks for the new year. It's stationery as you like it.

New for 2003



linen paper, come with brown Kraft recycled envelopes, and are individually wrapped in cellophane sleeves.

The card line is divided into eight sections devoted to themes of home and comfort: The Kitchen, The Living Room, The Study, The Garden, Birthday, Holiday, Love, and Baby/Shower.

In time for the new year, Luckychair has added eight new greeted baby/baby shower cards to the line. Now consumers can choose from six greeted holiday, six greeted birthday, and 69 blank designs, plus the eight new baby cards.

Press Release:

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Luckychair (208 W. 23rd St., #1602, New York, NY 10011) has added eight new baby/shower cards to its line for 2003. Call 212/229-0859 or **Circle No. 485**

Luckychair

Luckychair, which successfully launched a greeting card line at the May 2003 National Stationery Show, has since been steadily fulfilling orders from across the United States, Canada, and England. Luckychair cards, illustrated by owner/artist Sue Jenkins, are for people who have been searching for blank or simply greeted cards but haven't been able to find them. These 5"x7" cards are printed on recycled

