



IT LOOKS LIKE CHRISTMAS!

New greeting card designs capture the spirit of the holiday

by Pamela Graves

Christmas, according to the Greeting Card Association, is the most popular card-sending holiday, accounting for nearly one-fourth of all individual seasonal cards sold. So it's no wonder that greeting card manufacturers pull out their finest for this all-important holiday.

New looks for 2003 Christmas greeting cards include: bold, brilliant color; hand-applied embellishments like glitter and beads; retro/nostalgic-inspired themes; fashion-inspired images; technical enhancements like embossing and the use of foil; and a return to classic icons like Santas, snowmen, and reindeer. Messages include wise-cracking

humor, relationship enhancing sentiments, and inspiring words that uplift and offer a sense of peace.

As shown below and on this month's *Gazette* cover, Christmas greeting cards are designed to appeal to a variety of demographics and spur holiday sales. New releases include the first-ever holiday card collection from The Art Group, featuring contemporary treatments of traditional themes, and the chic and unique collage artwork of newly launched eclectic.

Cards are not the only pieces capturing the spirit of Christmas. Meeting consumer demand, money holders, fill-in and imprintable invitations, and crafted laser papers round out the top items for a profitable holiday season.



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8. Bursting with style, this card features an elegant design and a heartwarming greeting.

From **Luckychair**, 208 West 23rd St., #1602, New York, NY 10011; 212/229-0859 or

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