

please RSVP

BY PAVIN KAUR

PICTURES OF PRINTS CARDS BY XIN, CALIBRE PICTURES AND IDEAS

So the date is set and you can't wait to tell everyone that you're getting married! Your wedding invitation is the first glimpse your guests will have of your wedding, so make an impression by letting it reflect your style and your wedding theme.

When choosing your wedding stationery, there are essentially three types of invitations: the factory-printed wedding invitations, custom-made wedding invitations and DIY wedding invitations.

Ordering factory-printed wedding invitations is often the most conventional, convenient, and fuss-free choice; an option often considered by Malay couples when organising their weddings. Some couples though find them unoriginal, and are put off by choosing their wedding invitation from an album of templates.

Couples who want to be proactive in the design of their stationery tend to opt for custom-made wedding invitations created by boutique companies specialising in wedding stationery. This is where couples are able to see their ideas materialise into design templates and into the cards and stationery that they distribute to friends and family. Since

custom print orders tend to be both time and labour intensive, these invitations are typically the most expensive option, especially if expensive paper and embellishments are selected.

DIY wedding invitations seem to be the answer to keeping costs low! Many companies now have printable unique 'save-the-date', RSVP and thank you cards that can also be customised and downloaded for printing at home or at a local printer. However, DIY invitations are a more suitable choice for smaller, intimate weddings which are not quite what Malay weddings can be, considering that the guest list can go up to a few hundred! Unless your family members are helping you with sending the invitations, it is best that you save the DIY wedding invitations for smaller ceremonies such as the solemnisation or the henna party.

The difference between DIY and custom-made wedding cards is that any personalising of DIY wedding cards is entirely done by the couple and their friends and family. Custom-made



You and Me

Gatefold pearlescent steel grey card with hot-stamped silver motif inside; details of wedding are to be printed on a separate sheet and bound to the card with ribbon or cord.

Price: \$6.90 each

Availability: At all Prints outlets

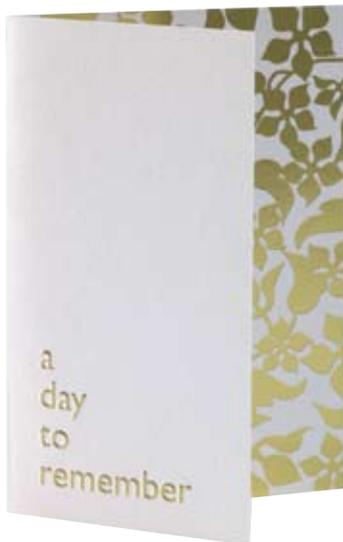


Batik Gold

An elegant two-in-one pocket style invitation which also includes a reply card.

Price: Price is \$2.90 each for an order of less than 100 cards, but drops to \$1.20 each for an order of at least 1000 cards.

Availability: Sejati Cards



Stardream Quartz Foil Gold

C6-sized card with hot-stamped gold floral print; details of wedding are to be printed on a separate sheet and bound to the card with ribbon or cord.

Price: \$4.60 each

Availability: At all Prints outlets



Preppy

Laid white card with red grosgrain ribbon tied around spine

Price: From \$6.50 each

Availability: Exclusively at Dreamweavers



Kerongsang Gold

A tall card with geometrical Moroccan-inspired motif on cover with black ribbon tied around spine

Price: Price is \$2.90 each for an order of less than 100 cards, but drops to \$1.20 each for an order of at least 1000 cards. Ribbon is optional and is at \$0.20 per card

Availability: Sejati Cards



Victorian Monogram

A monogram based on the initials of the couple is embossed on the cover of this card.

Price: From \$6.50 each

Availability: Exclusively at Dreamweavers

A Brief Glossary of Print Jargon

- 1 The weight and type of paper is measured by grams per square metre or gsm for short. As a guide, regular A4 office paper is between 70 to 80gsm. A paperback cover of a bestselling novel is between 180 to 300gsm
- 2 Die-cut is to describe irregular shapes cut from paper or paperboard using a die
- 3 To emboss a card or a piece of paper is to press an image into the paper such that the image is raised
- 4 The word 'finish' is to describe the characteristics of the surface of a type of paper; there are hundreds of different finishes including glossy, matte and everything in between. It also is a general term for trimming, folding and binding and all other post press operations



Bloomdale

Turquoise-coloured tracing paper with floral motif pattern secured with ribbon, also comes with metallic white card insert containing event details.

Price: From \$6.50 each

Availability: Exclusively at Dreamweavers



Stardream Lagoon Pop-up

Insert your invitation into the pocket of this long and slim card which can also be recycled as a gift card to contain cash or vouchers.

Price: \$5.50 each

Availability: At all Prints outlets



Spring Time

The use of bright colours such as red in a floral motif can help enhance the festive nature of your wedding.

Price: Price is \$2.90 each for an order of less than 100 cards, but drops to \$1.20 each for an order of at least 1000 cards.

Availability: Sejati Cards



Stardream Corner Flower

A pearlescent card with floral cut-outs, silver insert and organdie grey bow along spine.

Price: \$7.60 each

Availability: At all Prints outlets

wedding cards tend to be more expensive as the couple pays for the labour put into personalising them such as tying bows around the spine, for instance.

WLM interviews Justin Yuen, a designer from Nota Bene Communications in an overstuffed chair in a coffee house. "The reason why couples want to design and print their wedding invitations themselves rather than approach a mass producer is simple: they want a distinct design that they can't find anywhere else, one that stands out and represents their tastes," he says.

While it is obvious that engaging a designer and printer is more expensive, more and more couples don't mind paying a little more for an invitation card that stands out. "Long gone are the days of generic two-dimensional cards which do not reflect the couple, or the theme of the wedding," he continues.

He suggests and I agree that many individuals, including myself, make a decision on whether or not to attend a wedding purely based on how the invitation card looks.

Justin adds, "There are factors that affect the cost of wedding cards, from paper type to how much paper you are using. Die-cut odd shapes and sizes such as those in pop-up designs will be more expensive. Incorporating special effects like hot-stamping text in gold can drastically increase the budget." When asked about the lead time needed for ordering and delivery of invitation cards, Justin elaborates, "Invitations or blank printable wedding invitation supplies should be ordered at least two months before the wedding date."

"It is wise to order extra invitations for unexpected additions to your guest list. A designer and printer need between one to two weeks for production to delivery of wedding cards, but it can take more time if the client takes more time to confirm the design."

Manage your Invitations

BY NANNY ELIANA

Managing your invitations can be a nightmare especially if your wedding is going to be a big one and there are many in your family who want to have a say at who gets invited and to which ceremony. These tips will come in very handy when managing a massive guest list.

1 Don't try to write all the invitations yourself if your list is more than a hundred. Put a list together but delegate family members to make calls to enquire guests' addresses, especially if they have the intention to invite them. To make it even easier, as soon as your wedding cards have been delivered, distribute them among your family members so that they can immediately invite their guests on your behalf.

2 If you have multiple events to celebrate your nuptials, such as henna party, solemnisation, lunch and dinner reception, it is important for you to determine the guest list for each event. While your family members and your close friends are likely to want to be at all the events, it is not necessary for your colleagues to be invited to all of them; select an appropriate event based on your relationship with them and leave it at that.

3 Find out if close family members such as your mother's brothers and sisters would prefer to have their invitation hand-delivered. If hand-delivering is a must, take some

time to deliver them yourself or with your parents. Otherwise, delegate the delivery accordingly.

4 A good time to send wedding invitations for a typical Malay wedding would be between one to two months in advance of your wedding, especially if you're looking to do a regular event over the weekend. It's important that you send out the invitations early especially if your wedding is held during peak periods such as June and July.

5 Malay weddings do not generally have an RSVP feature; everyone and anyone is welcome and turning away gatecrashers or uninvited guests is not encouraged. However, if you intend to have a separate event such as a dinner for your colleagues or friends, you might want to include an RSVP feature. A good time to distribute the invitations for an event with an RSVP feature is a month before the event. Make follow-up calls to potential guests who have not responded between one to two weeks leading up to the wedding.

6 Fancy embellishments such as bows and inserts tend to add up to the weight of the invitations. Put together a sample invitation and get it weighed before calculating the total budget you need to set aside for stamps.