



PRESS RELEASE

Wedding Stationery 2.0: The essential Steps to craft the perfect Wedding Invitation

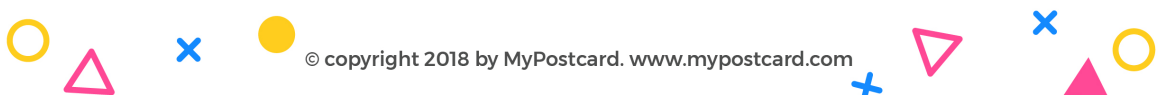
Berlin, May 21st 2019 - The wedding season is in full swing and, in addition to a great deal of anticipation, young bridal couples feel one thing above all else: a wedding is quite time-consuming. There are a thousand things to consider and organise - from bridal gowns to flowers, catering and music. The incredible adventure travel wedding begins and ends not least with the stationery: from save-the-date and invitation, via the menu and finally the thank-you cards - each special section is accompanied by a card. However, where does one begin, what are the things to note, and how does one not lose track of the abundance of choices? The postcard expert MyPostcard, the app with the world's largest postcard offering, has summarised the five most essential tips for the perfect wedding wallpaper in a small guide.

Tip #1: Inspiration is Key

The right invitation card is so much more than just a card. Given the sheer endless variety of design options, most couples find themselves a bit overwhelmed. The imagination knows no bounds - the challenge is to find the right design for you. At the wedding party, most couples opt for a motto, while both a topic, such. As a vintage wedding, as well as the colour world, be conducive. To achieve an overall round concept, it is advantageous to consider this when designing the cards. Is there already a colour scheme for the table decoration? What does the bridal bouquet and groom's suit look like? What characterises the location or the wedding couple? To get an overview, creating a mood board can be helpful - either online, e.g. with Pinterest, or quite traditionally self-made with magazines, scissors, glue and Co.

Tip #2: Long Live Individuality!

Different designs are in trend again this year: from modern to classic, in retro or vintage look. There is something for every taste. The typography style is also hip: quite minimalistic and reduced, mostly on plain-coloured paper, with the names or initials of the couple in a distinctively characteristic style of writing. If you like something more personal, you can use your photos as a design tool. Because individuality is trendy or rather, it never goes out of fashion. Especially for the occasion a wedding is with the MyPostcard users, for example, the format greeting card. Since the app diverse individualisation options, the couples decide in the design





of the invitation cards for personal photos, whether individually or as a collage. These can be wonderfully combined with the handwriting designs on the inside, allowing capturing all the important information about the wedding.

Tipp #3: Considering Costs

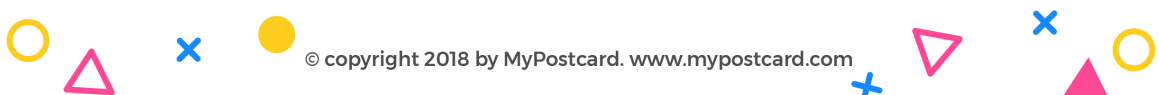
The average wedding today costs between 5,000 and 15,000 euros. For the stationery, the newlyweds spend, on average, not insignificant 600 euros. If you want to save money, you can, of course, do a lot on your own. The stationery is predestined for this and gives the wedding a very personal and atmospheric setting. For example, MyPostcard's bestsellers on weddings are the blank postcard and greeting card sets. The cards, which have already been personalized in the design by their photos, are then upgraded by the wedding couple by their handwriting, ribbons and stickers and sent to the guests as an invitation or thank-you card. The classics in the DIY sector have been the boho variant for years: Kraft paper, lace borders (whether made of fabric and paper or as washi tape) and plant leaf elements adorn the creative self-designed maps.

Tipp #4: Timing is Everything

Especially with the invitation cards, the timing is crucial. The sooner, the better. The sooner the invitations are sent, the sooner the approximate number of guests is determined. First, important decisions can be made regarding the number of tables and seating arrangements, catering and drinks, as well as the procedure and, if necessary, the wedding program. On average, save-the-date cards should be sent out about six to twelve months, and the invitation cards about three to four months before the wedding date. For individual or particularly complex production processes, a buffer should always be planned. Tip: Always send a test card to yourself beforehand, be it old school at the print shop or when ordering via the app.

Tipp #5: Writing with Care

While you can still let off steam in designing the invitation cards and play with colours, ribbons and layouts, the text says: Less is more. The pages should not be overloaded and contain only the most important information. The speech can be direct or indirect and at the very beginning, make clear who invites and for what occasion. Finally, guests should know whether it is a civil wedding, a church wedding or perhaps a summer wedding celebration in the country. That can immediately answer the question about the dress code, without explicitly mentioning it. Information about the date, the place and the time must be positioned as clearly as possible and centred - since they are the most important parameters for both the bride and groom, as well as for the guests during the planning. Also, note a date for responses - seating and catering must be planned and the number of guests





required. Be sure to note one or both contacts of witnesses. So questions can be clarified quickly, and the newlywed's unnecessary stress is removed.

About MyPostcard

MyPostcard (the postcard of tomorrow) sends personal pictures from users' phones and computers as real, printed postcards everywhere in the world, all hassle free - we worry about shipping, printing, and posting. Our app can be downloaded in ten languages and provides more than 10,000 designs, the most designs offered worldwide. Oliver Kray, a designer, Serial-Entrepreneur, and CEO, founded MyPostcard, which is based in Berlin, has an office in New York, and currently employs 25 people.

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