

Emily Post[®]
WEDDING



EXCLUSIVELY FOR M. MIDDLETON

History



WHO WAS EMILY POST?

You know the name. Her books are the essential guidebooks for living a gracious life and planning events that become treasured memories, but who was Emily Post and how did her insights into etiquette change the world?

Since 1946 the Emily Post Institute has helped Americans from all walks of life negotiate the unspoken rules and social conundrums of everyday life with generosity, graciousness, and style. Emily Post's unique contribution to American life is carried on by third generation family members and has expanded from advice on social occasions, home entertaining, and personal relationships into areas of child rearing, business etiquette, and extended work in specialty areas, such as etiquette for couples, teens, men, and the particular challenges of young people embarking on their new life away from home.

EMILY POST'S
Finer Points
OF GRACE *and* STYLE



Whether formal and traditional or casual and contemporary, modern weddings are filled with choices, decisions, and plans. The *Emily Post Wedding* albums have tips and advice from the Emily Post Institute sprinkled throughout a complete line of wedding invitations for both classic ceremonies and casual celebrations. Both collections are shown in beautifully crafted albums complemented with an online personalization studio to assist retailers.

The solutions, advice, and tips included in Emily Post's Finer Points of Grace and Style are beautifully displayed in each album to give each bride the confidence of having the foremost etiquette authority assist her in planning one of the most important days of her life.

Generations of brides have relied on the name Emily Post for wedding etiquette advice for everything from engagement parties and wedding invitations to bridal showers and gift registries. The Posts have devoted six books to wedding etiquette and planning including: *Emily Post's Wedding Etiquette*, *Emily Post's Wedding Planner*, *Do I Have to Wear White?*, *A Wedding Like No Other*, *Emily Post's Wedding Parties*, and *Emily Post's Wedding Planner for Moms*.

Every bride dreams of the perfect wedding. Choosing an invitation from *Emily Post Wedding* joins the experience and advice of Emily Post with the commitment to quality and design expertise of M. Middleton, ensuring a wedding filled with graciousness, generosity, and style.

EVERY *Bride* NEEDS EMILY POST



GRACE COLLECTION



Emily Post wrote the book on how to live a life filled with graciousness, generosity, and style, and in 1922 she began helping brides make gracious, generous, and stylish choices in their wedding planning. Along with beautifully crafted invitations, sprinkled throughout the invitation albums brides will find nearly 100 years of wedding advice and answers to questions they may not have even thought of yet.

The *Emily Post Wedding Grace Collection* celebrates tradition and a classic elegance that pairs timeless beauty with extraordinary quality and tasteful design. The album consists of over 30 suites that Emily Post would have selected for couples who embrace the enduring excellence of exquisite sophistication and style.





Vanessa & Kentin

The friends of your presence
is requested at the marriage of

Vanessa Anne Parsons
to
Kentin Lee Jorgensen

Saturday, the twenty-fourth of August
two thousand thirteen
at four o'clock

St. James Catholic Church
2546 Ridge Street
Macon, Georgia

Reception to follow
Avenue Inn and Cottages
2500 East Hiram Road, Macon

Your reply is requested by the twentieth of July

M _____

_____ will be able to attend

_____ will be unable to attend

Vanessa & Kentin

August 24, 2013

FANTASY-ECRU

This stately column of embossed vines calls to mind both stability and beauty, attention to detail and creativity, a touch of the timeless presented in a whole new way.

Treatments: sculpted emboss

REFINED-WHITE

Perfectly simple, simply refined—this delicate canvas invites personalization with a unique combination of design elements, ink colors, and fonts to describe a once-in-a-lifetime celebration. Treatments: blind emboss



*Marilyn
& William*



M. _____
TABLE NO. _____

*Marilyn
& William*

MR. AND MRS. SAMUEL HAWTHORNE
AND
DOCTOR AND MRS. PAUL JACKSON
INVITE YOU TO CELEBRATE
THE MARRIAGE OF THEIR CHILDREN

*Marilyn Eve
&
William John*

ON SATURDAY, THE NINTH OF NOVEMBER,
TWO THOUSAND THIRTEEN,
AT FIVE O'CLOCK
ST. PETER'S CATHOLIC CATHEDRAL
123 BAKER ROAD • JACKSON, MISSISSIPPI
RECEPTION TO FOLLOW
GROVE PARK COMMUNITY CENTER

*Marilyn
& William*

YOUR REPLY IS REQUESTED BY THE
NINTH OF OCTOBER.

M. _____

____ ACCEPTED WITH PLEASURE

____ REGRET

DISTINCTION-ECRU

A classic gold deckled edge surrounding creamy ecru—
with or without added design elements, that's a traditional
combination that's as simple and beautiful as love itself.

Treatments: deckled edge with gold foil

LACE-WHITE

Delicate lasercuts edge these lovely pieces, leaving space for a choice of monogram, design element, or theme emblem.

Treatments: laser-cut





UNFORGETTABLE-WHITE

With loops of deeply sculpted blind embossing adding a whimsical touch to this classic suite, the ink colors, design elements, and font choices make a distinct impression.

Treatments: blind emboss



STYLE COLLECTION



Welcome to the *Emily Post Style Collection*. Modern, bold designs. Daring color choices. Exotic typefaces, cut-outs and folds, bows, creative wording and artwork. This is Emily Post?

Yes! Emily Post was passionate about graciousness, generosity of spirit, and also being true to one's own sense of style. She was called "a rule maker and a rule breaker." Her philosophy, first shared in 1922, is still our philosophy as we continue her work today: Traditions are wonderful when they hold meaning and value, but traditions are not intended to force brides to choose something that makes no sense for their situation and goes against their wedding dreams. Any of these 26 suites would represent Emily Post's commitment to staying contemporary without sacrificing graciousness, generosity, or style.





LE JARDIN

Lasercut flowers and butterflies frame the Le Jardin invitation, and the romantic garden scene is delicately echoed in the accompanying pieces.

Treatments: laser cut jacket



PASSION

Ink and backer choices can't help but be highlighted by the slim profile and understated but intricate blind embossing on each piece.

Treatments: blind emboss, ribbon, backer



EMBRACE-ECRU

Embrace the possibilities! Ribbon color, ink colors, design elements, and font choices awaiting selection make this a versatile collection with endless potential.

Treatments: die-cut, ribbon and backer



PLATINUM

An embossed frame edges each piece while the invitation makes a grand entrance in a platinum pocket with a choice of ribbon.

Treatments: blind emboss, ribbon, pocket





Kimberly & Louis

The pleasure of your company is requested at the marriage of

Kimberly Jennifer Simon
and
Louis Kenneth Hornsby

Saturday, the fourth of May
Two thousand thirteen
at six o'clock

Chilhowee Garden
Blue Mountain, Georgia

Responses to follow



MEADOW

This beautiful wildflower design and framed edge are embossed, and the laser cut jacket echoes the floral elegance. Treatments: laser cut jacket, emboss



Please reply by the first of April

M _____

accept(s) _____

CUSTOMIZABLE OPTIONS

Emily Post Wedding invitations can be completely customized to create an invitation suite as unique as each and every bride. These two pages are just a small representation of the many options available. Font, colors, ink, alignment, spacing, motifs, monograms, and other design elements can be customized, added, deleted, or adjusted simply and easily.



Not all customizable options are shown.

FONTS

Font Options: 28

Frolic
Emily Post Wedding

Serendipity
Emily Post Wedding

Enduring
Emily Post Wedding

Joy
Emily Post Wedding

Engaging
Emily Post Wedding

TIMELESS
EMILY POST WEDDING

DESIGN ELEMENTS

Design Elements Options: 36



BORDERS

Border Options: 5



MONOGRAMS

Monogram Options: 25



Selecting a color or combination of wedding colors provides a focus for all subsequent decisions regarding wedding plans. Ink colors, backers, ribbons, and envelope liners can be chosen to coordinate with nearly any of our designs.

RIBBON

Ribbon Options: 20 Total
 1/2", 7/8"



ENVELOPE LINERS

Envelope Liner Options: 40



INK COLORS

Ink Color Options: 20
 (flat ink or thermography)



BACKER CHOICES

Backer Options: 16



POINT OF PURCHASE SIGNAGE

A picture speaks a thousand words. We have created two unique points of purchase signs for you. The Emily Post Bride Fabric Banner can be personalized with your store name. We also offer a window decal identifying you as an Emily Post dealer.



929-51451
 10 x 30"
 Fabric Banner



929-51452
 8 x 10"
 Window Decal
 Complimentary

F.A.Q.'s



1. WHAT IS THE WEIGHT OF PAPER AND ENVELOPES?

RSVP cards, note cards, and place cards are on 100 lb. cover weight. Invitations can be on either 100 lb. cover or 130 lb. cover weight depending on the design. Envelopes are 70 lb. text weight. All papers are FSC certified.

2. WHAT IS THE PRICE RANGE OF THE INVITATIONS?

\$139-\$698 per 100.

3. IS THERE EXTRA CHARGE FOR COLORED INK?

No, but each additional color is \$50 per ensemble.

4. IS THERMOGRAPHY PRINTING EXTRA?

No. We offer flat and thermography printing at the same price.

5. WHAT IS THE MINIMUM I WOULD HAVE TO PURCHASE?

Items are sold in increments of 25, and that is the minimum number that can be ordered.

6. HOW CAN I ORDER THE ALBUMS?

Simply call customer service at 616-771-8392/800-444-4090 or visit our web site, www.mmiddleton.us.

7. CAN I HAVE JPEGS FOR A WEB SITE?

Yes, we will provide jpegs for viewing only. Orders will need to go through the retailer.

8. CAN I FAX IN MY ORDER?

Yes. Allow for two extra days for order processing.

9. WHAT IS THE GENERAL PROCESSING AND PRINT TIME FOR INVITATIONS?

Once the order is proofed, print time is 3-5 days. Please allow additional days for delivery.

10. HOW MUCH IS A PROOF?

The first e-mailed proof or faxed proof is free and \$14.00 for each additional proof. The customer can receive unlimited free screen proofs if the order is placed online at the Personalization Studio at www.mmiddleton.us

11. WHAT ARE THE POLICIES ON DAMAGED PRODUCT AND RE-PRINTS?

We are here to assist you with complete information including samples, re-prints and claims.

12. WILL I BE ABLE TO PURCHASE BLANK STOCK?

You are able to order note cards and place cards in blank stock.

Website

YOUR PERSONALIZATION STUDIO

In Your Personalization Studio you can walk your customers through every step of the customization process. Font, colors, ink, alignment, spacing, motifs, monograms, and other design elements can be customized, added, deleted, or adjusted simply and easily.

With one click, more than 60 years of wedding experience is at your fingertips. Special family situations, nontraditional venues, or nearly any “how do I phrase this” question is answered, and phrasing options from the Emily Post Institute are offered.

Your Personalization Studio is an important companion to the *Emily Post Wedding* albums that enables you as the retailer to provide an extra level of customer service to brides looking to you for assistance. Accuracy, ease of presentation, and the wealth of experience provided by the Emily Post Institute makes the *Emily Post Wedding* albums and Your Personalization Studio your partners in helping brides create a wedding filled with graciousness, generosity, and style.

M. Middleton is pleased to provide a collection of stationery items that celebrate all of life’s special occasions. We extend to you an invitation to help us promote the beautiful art of social communication. To inquire about our entire *Emily Post Wedding Collection* call 1-800-444-4090 or visit www.mmiddleton.us





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