

So You're Having A Party:

Then check out Pretty Paper...



Throwing a soiree but don't know how to get the word out to your friends? Why not send them some ultra chic invites? The local card shop doesn't have what you're looking for? Try **Pretty Paper**.

I had the chance to ask Sasha Brijmohan a few questions about her amazing customized invitations and cards company, **Pretty Paper**. I had the pleasure of receiving a few cards not too long ago, and I desperately wanted to speak to the brains behind the operation.

Here's what she had to say.

What is Pretty Paper?

Pretty Paper specializes in unique and colourful invitations and cards for those who are vivacious, courageous and inspired at heart. The company is premised on the belief that an invite sets the tone for any special occasion, and provides your guests with their first glimpse into the upcoming festivities. It is our belief that just as much attention should be placed upon the invite as other aspects of the special event in order to create the perfect first impression. Pretty Paper stationary can suit any event or special moment. Our products are diverse and can be used for any and all occasions, from birthdays, to weddings, to corporate engagements. We also carry an adorable baby line that any mom-to-be or new mom would be delighted to use for her baby shower invites, or birth

PRETTY PAPER

Pretty Paper sample books are also carried at fine retailers such as:

William Ashley
55 Bloor Street West
Toronto, Ontario
(416) 964-2400

Paper Things
99 Yorkville Avenue
Toronto, Ontario
(416) 922-1641

Rainbow Invitations
4040 Steeles Avenue
West, Unit 18
Woodbridge, Ontario
(905) 264-4040

Fine Invitations
2094 Yonge Street
Toronto, Ontario
(416) 485-3848

announcement for her new bundle of joy. Pretty Paper is fresh and inventive, and appeals to those looking to “spice” things up, since all of the designs are fun, stylish and colourful! We offer a multitude of imaginative creations to select from, and we pride ourselves on our upbeat and whimsical design schemes. Our clients are sure to find something to satisfy their playful appetite here!

What made you want to start your own business?

I graduated in 2003 from the **York University/Sheridan College Graphic Design Program**, and was unsure as to how I would translate my design skills into a field of work that I had a true love and passion for. A year later, my friends decided to put my design degree to work and asked me to make the bridal shower invitation for a friend’s shower. After working on the invite, I discovered that there was a real demand for fun and stylish cards that were an alternative to the traditional designs that were visible everywhere. My friends loved the card that I created and encouraged me to design a collection of invitations and start my own business. I was 24 at the time and thought, "Why not!" I had nothing holding me back and I figured that there was no better time than the present.

What types of cards do you create?

Pretty Paper creates well-designed and innovatively-styled cards that act as a unique signature for any event. We offer a diverse product line with designs that are appropriate for all types of engagements. Our colourful invitations and corresponding accessories are perfect for Weddings, Anniversaries, Engagement Parties, Showers, Birthdays and Bar/Bat Mitvahs. Our customized thank you cards or monogrammed cards are the perfect way to convey your gratitude to friends, family, and clients. The new "**Pretty Paper Baby Line**" is the ideal way to announce the birth of your new bundle of joy, or inform guests of the surprise baby shower being thrown for your best friend. The very unique "**Manvitations Line**" offers masculine designs that play with a decidedly masculine colour palette. These invites are ideal for celebrating the gentleman in your life. Our Holiday and Chanukah cards are perfect for sending your seasons greetings to family and friends, or can also serve as the invitation to your upcoming celebration.

How do you come up with your designs?

I find inspiration in everything that I do and I see the beauty and potential in all kinds of objects. Fun and upbeat music also helps to get the creative juices flowing; I find "Danke Schoen" by **Wayne Newton** always does the trick!

How are your cards/invitations different from others?

A tremendous amount of time, thought, devotion and love has been put into each and every card design. I love what I do and I think you can see that love in the pieces that I have created. The fun designs and colourful aesthetic of the cards provoke feelings of joy, excitement and curiosity, and ultimately this is the kind of impact that you would like your invitations to make on your guests. Pretty Paper can also customize the colour schemes of our designs to meet the client’s needs. We also offer a selection of cultural and religious symbols to further personalize your card.

How can someone purchase your cards?

Shoppers can purchase my cards by e-mailing me to make an appointment to view a sample book, or they can visit the website (www.prettypaper.ca) to view our invitation samples and then e-mail me at invitation@prettypaper.ca and request an order form.

Where can your cards/invitations be shipped to?

Orders can be shipped to Canada and the United States.

Where would you like to see your company in five years?

I would love to see Pretty Paper invitations and cards in mailboxes everywhere! ☐

Michelle