



## Custom cards and invites by young designer

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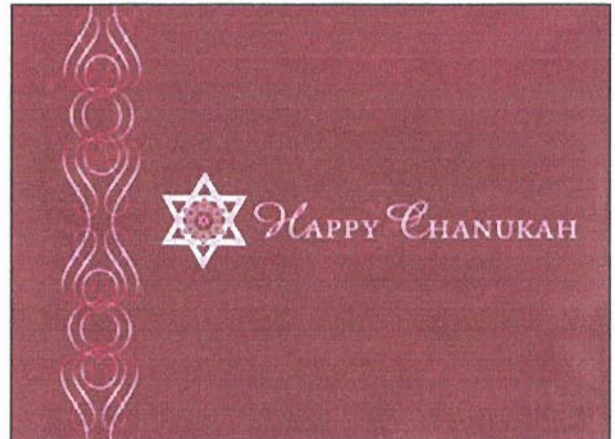
**DAPHNE GORDON**

THE CONSTANT SHOPPER

THE ITEM: Customized holiday cards

THE COST: \$3 each

WHERE TO BUY: See samples at <http://www.prettypaper.ca>, William Ashley (55 Bloor St. W.), Paper Things (99 Yorkville Ave.) and Rainbow Invitations (4040 Steeles Ave. W., Unit 18)



Bright and funky holiday cards by Pretty Paper can be customized with text you've written yourself.

The Constant Shopper loves young upstarts.

This colourful holiday card was designed by 25-year-old Sasha Brijmohan, a graduate of the York University / Sheridan College graphic design program. Brijmohan launched her brand of customized invitations and cards Pretty Paper last November and her chic designs are already on display at the uptown china establishment William Ashley.

She started out making invitations for special events such as weddings and showers, and even created a special collection to suit guy-guy tastes, calling it "Manvitations" and playing with a decidedly masculine colour palette.

Then she branched into holiday cards, including seven Christmas and six Hanukkah designs in the collection. A few "Happy Holidays" designs use colours, shapes and language that could go either way.

The Hanukkah cards grew out of a series she made for her boyfriend's family, giving each member a design she thought would suit their personality.

"They loved them so much, I thought, 'Why not?'" says Brijmohan, noting a gap in the marketplace for Hanukkah cards with a pretty aesthetic. "If you're a young twentysomething, you're looking for something fun and vibrant, and it just wasn't out there."

The Constant Shopper loves Pretty Paper's unique colour combinations and strong graphic symbols.

But the best part is the customization option. For about the same price as a regular card (though there's a minimum order of 25 cards) Brijmohan will customize the text in the card of your choice. You can write your own verse, or she'll email you a selection from which you can choose.

To see her designs, check out her website or visit the retail locations listed above, where her sample

books are on view. Then, email or call Brijmohan to discuss the customization options. She'll send you a proof copy within a day, and after that, expect to wait two weeks for delivery.

So with only three weeks left till Hanukkah, you'd better get on it.

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