

# Instant Invitation

## Taking to the Web for wedding invites



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CTW FEATURES

Tradition stays strong with many when it comes to wedding planning. But with technology ever-changing and the increasing desire to go green, some brides are changing tradition a bit. Like getting rid of the

paper invite altogether.

With the multitude of wedding-related events - and requisite invites - online invitations are options that lets brides consolidate info and reduce clutter in a hectic lifestyle, all with the panache of classic invites.

For Lorien Gabel, founder of online-invitation resource pingg, the digital send-out

doesn't mean sacrificing design. "For us, it's about beautiful details and replicating the experience you have with a print invitation on screen," he says. Determined to not be another Evite littered with ads, Gabel and his team aim to be innovative in their approach. "Ultimately, our goal is to show that design matters with the online invite."

The designs join forces with focused functionality for all events under the wedding umbrella - think engagement party, bridal showers and bachelor parties. When it comes to the occasion and the look, act as if you are picking a paper invite. Gabel and his team offer selections of original art from their own design team. Or customize your own invitation with personal images, photos or logos. Once you have set your look, it's time to leverage the supportive services.

Follow-up messages, such as text-message directions, and paper invites for those who really need them help nail down the details.

### TACTFUL HINTS

Nothing says faux pas more than printing a couple's registry info on a paper invitation. The online invite can sneak in subtle suggestion by offering a link that leads to the couple's registry, making it possible to RSVP and purchase a gift in one stop. Say Gabel: "You don't have to make it obvious; just offer the option for guests to check out the attached registry." For group gifts, the organizer can set up an account for individuals to contribute to directly.

### ECO-APPEAL

While online invites won't wipe out the traditional paper invitation, it may gain traction with the eco-conscious movement. "Going green brings a legitimacy to the trend," says Gabel. "And people are beginning to see that they don't have to send paper for an event to be luxurious." Don't be surprised to see a Web-itation appear in your inbox.

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