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Total search results: 1

This page: 1 - 1

[Return to previous page](#)[Do a custom search](#)[Submit an article](#)

Avon

Bespoke Paper Launches Luxury Stationery Concierge

Biz Buzz

Submitted by Stacy Silk Rome on 2009-08-25.

Bespoke Paper (<http://www.bespokepaper.com>), a luxury stationery concierge based in Avon, Connecticut, announced its launch today.

Bespoke Paper's range of luxury writing papers is accessible through a customized shopping experience which is private and exclusive. The company will offer a highly edited collection of on-trend social papers for any occasion with a modern sensibility.

In addition to offering higher-end stationery which is not currently available in the local market, Bespoke Paper says it is predicated on delivering a premium level of customer service, convenience and personalized attention as part of the experience.

Harriet Hoffman, owner of Bespoke Paper, says: "In today's economy, the consumer is looking for added-value. We will offer private in-home consultation and delivery, fun and informative events and other special surprises."

Ms. Hoffman cites the digital revolution as a key reason for starting her business.

"While text messaging, email, Facebook and Twitter are all the rage, for every trend there is a counter-trend. To really stand out today, handwritten notes make a statement in the new digital world."

Typically, recipients of handwritten notes open these letters in their mail first since they are so rare. Hoffman says that "handwritten correspondence is considered to be more heartfelt and more personal, and shows that someone took special time to write."

Margaret Shepherd, author of the book "The Art of the Personal Letter: A Guide to Connecting Through the Written Word," says that "personal letters carry thoughts and feelings that don't carry through as clearly any other way. They tap into a rich stream of history, send our reader unmistakable proof that you care, and offer an outlet for your creativity."

The business will start with personal correspondence papers as well as invitations for key milestones such as weddings, baby showers, religious ceremonies and graduations, with plans to evolve into a full offering of high quality gift and desktop items. For more information, please visit <http://www.bespokepaper.com/> or contact Harriet Hoffman at harriet@bespokepaper.com.

Bespoke Paper can also be found on Facebook.



Debbie Katz

Harriet Hoffman, owner of Bespoke Paper in Avon.

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1 - 1 of 1