

Note Couture



Hi,

Someone asked me the other day why I started Note Couture - so I thought I'd share with you with my reasons and explain my 'passion' for all things paper.

So if you will (or more to the point, if you can!) ... think back to the days before email took over our lives - remember when you received a letter in the mail? It may have been in a beautiful envelope, or on that super thin airmail paper. Before I flipped it over to see the return address I would always play a game with myself and try and work out who the sender was based on their handwriting. (I still do this with birthday and christmas cards). Remember how exciting it was to tear open the envelope and see what they had to say - what lovely news they would share. Sometimes the stationery had even absorbed some of the person's perfume so it was a little like you were sitting next to them having a chat.

Well - I missed that. I missed that people had stopped sending letters. And I hated the fact that I couldn't buy beautiful stationery with my name on it unless I paid an arm and a leg to have it shipped from the USA. Thus Note Couture was conceived.



So I like to encourage people to take the time to send a handwritten note to those special people in their lives. Let them know how important they are to you by writing a letter ... just for them. You never know - you may just make their day.

And what about love letters? Wouldn't you rather receive a beautiful love letter than a 'sext'?! You can't exactly put that in a chocolate box and tie a ribbon around it!! ;-)

When I did a survey amongst Note Couture customers last year, one of the comments that kept coming up time and time again when asked "*Why do you buy Note Couture stationery*" was that when giving it as a gift, the recipient always thought the person buying the gift had gone to so much effort, and thus felt 'special' - and let's face it - we all like to feel special.

What's new in July?

I love this cute new pic from Kathryn Fletcher - [Pigs WILL fly!](#) I've printed some fabulous stationery for myself with the message "The impossible can happen ..."

For music lovers - [Just a little note from](#) - the musical note is available in a variety of colours, and the person's name will be colour matched to the musical note. To advise what colour you'd like, just type in the name of the person, followed by the colour in brackets - eg: Sally Greening (red).

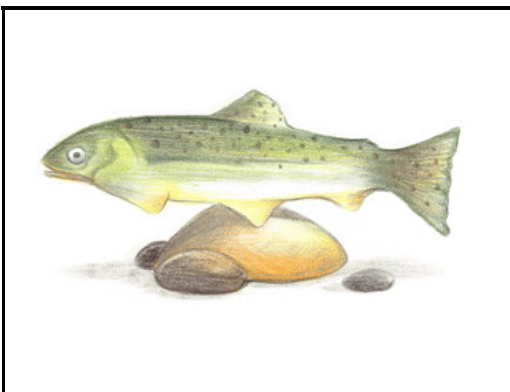
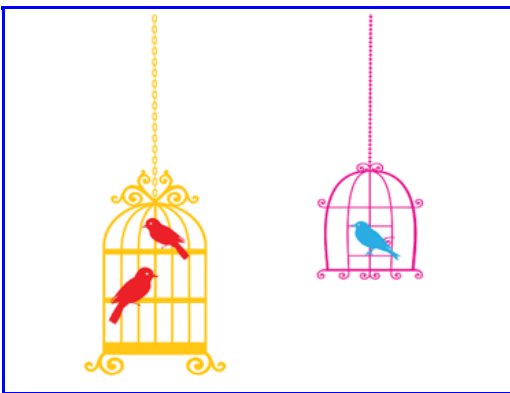


There's another stunning illustration from Shell Sherree - [May I woo you?](#) - take note all dog lovers!

The Gorgeous Ladies are particularly non-PC this month with [Who in hell would throw shit at a fan anyway?!!](#) (This illo actually came about because someone said that well-known phrase to me the other week - ie: *The shit will really hit the fan now!* - and that's exactly what I thought at the time!!)

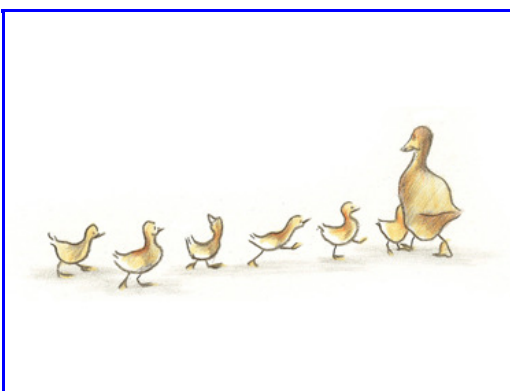


There's a gorgeous set of colourful [Bird Cages](#). And to add to the selection of cupcake designs - [When life hands you lemons, make lemon cupcakes.](#)



For the fishermen (and fisher women) in our lives - *Trout* which is also available in recipe cards.

Just 'cause it's cute - [McQvack!](#) and the ever-elegant Carrie is back with [Carrie - so chic!](#)



I'll be starting work on the 2012 Calendars in the next month or so. If you have an illustration which you think is a 'must' for either the Carrie, Gorgeous Ladies or Shoes calendars, let me know and I'll add them to the list.

Or if there are any other calendars you'd like to see added to the range (dog lovers? cat lovers? chocolate? flowers?) shoot me an email and sell me your idea.

One More Expense Tracker added ...

One more version of the Expense Tracker has been added in the Women's Collection (but it's easiest to find via the Search page). The front cover has 'A good days work' illustration with the quote: *Anyone who ever said that money can't buy happiness didn't know where to shop - Bo Derek*. The Weekly page has the 'Pigs Will Fly' illustration with the quote: *Anyone who lives within their budget lacks imagination - Oscar Wilde*, and the Monthly page has a Gorgeous Lady with *My problem lies in reconciling my gross habits with my net income*.

Loyalty Program

Don't forget to check out [Reward Notes](#) ... when you introduce your friends to Note Couture via the website, they will receive a promotional code which will give them 10% off their first order (valid for 3 months), then when they redeem their code, you'll receive a nice little 5% discount promo code to put towards your next order. Woo hoo - everyone's a winner.

Thanks for all your lovely emails

A big thank you to everyone who was kind enough to email me to say how much they'd liked their little 'freebie' mini notepad which went out with all orders over \$50 this month. It always makes my day to get a quick note telling me that you love your goodies.A

As usual, please don't hesitate to contact me if you have any queries, feedback or suggestions - either by email at Julie@NoteCouture.com.au or mobile: 0419 573 954. Look forward to catching up again next month - and remember, if you no longer wish to receive my newsletter, please click on the unsubscribe link at the base of the page.

Cheers,
Julie

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