

THE  
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WEDLUXE

# TREND REPORT

REDBLISS  
EXCLUSIVE

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An exclusive first look  
at their newest CHROMA  
collection

COUTURE  
TREND GUIDE

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Your guide to the biggest  
trends, standout collections,  
and key pieces

DESIGNER  
LOOKBOOK

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Inside Israeli designer  
Nurit Hen's latest Spring 2016  
Collection



TREND ALERT

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# CHROMA



FEATURING  
CHRISTINE TRAUlich  
& DORI McDONALD | REDBLISS

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RedBliss Design is owned by sister duo *Christine Traulich* and *Dori McDonald*. Since the company's inception 15 years ago, RedBliss has become known as an industry leader in the field of stationery design and home entertaining products. Catering to an elite clientele across the United States and internationally, RedBliss' award-winning invitations often feature 3D elements and architectural construction, resulting in small works of art. Christine gave us the exclusive first interview about their newly launched home entertaining collection, REDBLISS AT HOME, and their latest innovation, CHROMA.

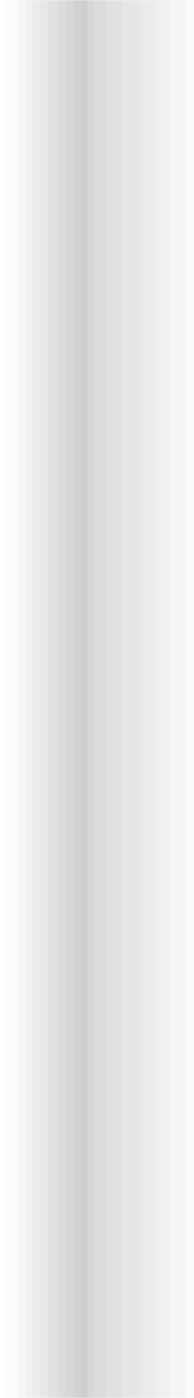
# Q & A |

## SO, WHAT IS CHROMA?

For more than two years, we have been working with a unique material we recently coined Chroma for its resemblance to mirrored chrome. It is an incredibly diverse design element as it is well suited for many fabrication techniques such as laser cutting and engraving. In addition, it is nearly 1/16" in thickness, providing a rich layer of depth. This dimensional effect offers a more dramatic and luxe effect to a design that is hard to achieve using mirrored papers or foiled ink. Chroma actually turns traditional stationery into art forms that recipients are enthusiastic to display and treasure. It is this desire for these modern, distinctive touches that have driven the popularity of Chroma with our clients and inspired us to create a luxe home entertaining product line with it called **RedBliss At Home**, to be released later this year.

## TELL US ABOUT REDBLISS AT HOME!

The RedBliss Design home entertaining collection will be designed using Chroma to bring more sophisticated opulence to dinner parties and private events. Current offerings for place cards, coasters, and personal favors have followed a traditional bent for many years. Our innovative design offerings will bring touches of luxury to intimate entertaining at home and exclusive VIP experiences. Our line will also allow for design flexibility with uses including menus, place cards, buffet cards, thank you notes, bar signs and more. We want to create mementos for people to remember these life experiences.



# Q & A |

REDBLISS IS KNOWN FOR ITS EXTREMELY CREATIVE AND AVANT-GARDE DESIGNS - WHAT CREATION OF YOURS HAS BEEN THE MOST "OUTSIDE THE BOX," SO FAR?

We have several that come to mind but one that we are most proud of was produced for the grand opening of *The Cosmopolitan* hotel in Las Vegas. We only had a handful of construction photos and architectural renderings to work from at the time. We took our biggest inspiration from the large multi-mirrored columns that were the design focal point in the casino. We created a multi-beveled mirror to mimic the pattern used for the columns and engraved *The Cosmopolitan* logo. The mirror was mounted to silk folio with all of the event details printed inside. It was not only an invitation but also a beautiful branded memento, sent to over 1,000 guests. The design won a BizBash Style Award for Best Invitation.

WHAT HAS BEEN THE BIGGEST REQUEST YOU HAVE EVER RECEIVED?

We were flown to Dubai to produce 2,000 escort cards on demand for the grand opening of *Atlantis, The Palm Hotel & Resort*.

IF YOU WERE A COLOUR PALETTE MADE UP OF AT LEAST TWO COLOURS, WHAT WOULD THEY BE?

Gold and cobalt blue.



“ OUR WORK TRANSFORMS INTO  
MEMENTOS OF EXPERIENCES  
VERSUS THROWAWAY MISSIVES. ”



WHAT BOOK IS CURRENTLY ON YOUR NIGHTSTAND?

*40 Years of Fabulous*, the brand new book from the Kips Bay Decorator Show House featuring four decades of innovative interior design. I am also four issues behind on my *Vanity Fair* magazines.

WHAT OBJECT COULD YOU NEVER PART WITH?

When my grandmother passed I received her whimsical ring holder made entirely of brass. It's in the shape of a clever mouse. She was the most put-together woman I ever knew and took pride in looking and being her best. It reminds me to have self-respect, even on my hardest days.

WHAT IS INSPIRING YOU THIS MONTH?

Entertaining at home. During the summer and fall our 200-year-old barn and backyard pond become a destination for weekend gatherings and dinner parties. Every get-together inspires me to create a beautiful environment for our guests from luxury touches on the tabletop to carefully curated dinner and bar menus. I also love planning surprises for our guests which have included a performance by a marching band, large-scale photo walls and food trucks.

WHO IS YOUR (DESIGN/STYLE/BUSINESS/LIFE) HERO?

We are mad for Kelly Wearstler's clever use of raw materials and metals, Alexander McQueen's avant-garde and strong style, and Verner Pantan's incredibly bold, visual and stimulating environments. Each of them followed their own unconventional path. This inspires and motivates our own work.

WHAT IS COMING IN THE WORLD OF REDBLISS?

We are seeing a progression into lifestyle design where luxury is personal. Our custom designs for large-scale events have inspired a line of luxury accessories and decor for intimate dinners, private parties, and VIP events. More and more people are entertaining at home in more personal ways and we want those experiences to be just as special as the bigger celebrations. With RedBliss At Home, we are looking forward to expanding our offerings into luxury entertaining worldwide.

TELL US ABOUT TRENDS IN YOUR LINE OF WORK: WHAT TRENDS HAVE BEEN BIG THIS YEAR? WHAT DO YOU SEE COMING IN THE FUTURE?

Our clients are seeking a more modern approach to event styling and entertaining. And gatherings are becoming more intimate with increased personal touches and luxury details. This has translated into designs becoming more sleek, sophisticated and unconventional. We employ this approach in the creation of our custom invitations and stationery. As a result, our work transforms into mementos of experiences versus throwaway missives.

TO PLACE A CUSTOM ORDER FROM REDBLISS AT HOME, VISIT REDBLISSATHOME.COM OR CALL 603-679-5232.