



F. Fabric. Tactile textiles add a lush, posh touch to stationery — whether peeking out of envelopes or adorning notebook and journal covers. **G. Girl Power.** An offshoot of the encouragement category, reminding women and girls that they are enough just as they are today is always appreciated. **H. Horsey Love.** Equestrians and spectators alike are drawn to this hunt club theme that feels simultaneously traditional, sporting and oh-so-luxurious. **I. Introverts.** Extroverts are recharged by people, while introverts crave time alone. Once shunned for this, the latter group is declaring their preference loud and proud! **J. Just Being Honest.** Saccharine sentiments are a thing of the past — instead, look for greeting cards that authentically express your clientele with humor and charm. **K. Kindness.** This virtue never really goes out of style — but the market continually comes up with fresh ways to express it. **L. Literary & Libraries.** You don't have to a cerebral bibliophile to read up on this trend — but it sure helps! **M. Manners.** In these often-acrimonious times, civility is welcome — anytime, anywhere!



Circle 310



Circle 311