

# allie munroe

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## fact sheet

### who is allie munroe

allie munroe is a boutique business specializing in original invitations, announcements and social stationery. The company's vision is to put a new twist on the old, crafting personalized paper designs using vintage techniques in fresh and modern ways. Textured paper. Saturated colors. Classic typefaces. Contemporary designs. All are signature allie munroe.

### birth date & place

Founded in 2004 in Miami, Florida.

### paper inspirations

allie munroe debuted a complete line of custom and imprintable baby announcements, shower and sip n' see invitations plus coordinating stationery in May 2005. In addition to first-time parents, the allie munroe baby line is perfect for growing families. The line showcases designs for families welcoming multiples (twins, triplets or more) and new siblings. In 2006, allie munroe will expand its portfolio. The company's holiday line will feature party invites, photo cards and greeting cards for Christmas, Hanukkah and New Year's. In addition, allie munroe will debut more customizable party invitations and social stationery.

### creative process

allie munroe's modern designs are inspired by centuries old printing techniques. Each piece showcases methods which deliver an unequaled high-quality, tactile feeling. Original items feature letterpress printing, engraving, foil stamping, embossing, debossing or a combination of techniques. Created on thick, soft paper, allie munroe designs are characterized by contemporary colors, original illustrations and multi-dimensional layers like folds and flaps.

### principals

allie munroe was created by two Miami-based entrepreneurs, friends and mothers, Alison O'Keefe and Kristen Munroe. A skilled and experienced graphic designer with a degree in architecture, Alison works as allie munroe's creative visionary. Kristen draws upon her more than a decade of business experience to oversee the company's strategic planning, sales, marketing and operations.

### more info

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