



# DESIGN IDEAS FOR WEDDING FRAMING

By Meg Glasgow

Someone cue the music—a beautiful bride is ready to walk down the aisle! Weddings are back, and it's time to get your frame shop prepared to inspire customers with wedding-themed framing. But before you do, there are a few important points to consider.

We know the pandemic has changed people's expectations about weddings, but a few trends stand out, says Brides magazine. In a recent article, Anna Price Olson writes, "This year, we are seeing that couples are generally making everything more intentional, focusing on the ceremony and creating more personalized details." There is a big opportunity for framers to capitalize on a couple's desire to create a personal celebration with custom framing.

Showcasing creative ideas that match current wedding trends can catch the eye of brides and wedding professionals and earn your framing business well-deserved attention. Just imagine all the places brides and wedding planners go to get new ideas. Wouldn't you want your business to be front and center? The article will explore idea to inspire your customers and share tips on how exactly to do that.

I've assembled several framing ideas to get customers thinking beyond basic framing and turn them on to ideas for wedding decor, shadowboxes, and more.

## Seating Chart

This project is an elegant twist to a seating chart for a formal wedding. Black mats surrounding printed seating assignments and are mounted to a large framed mirror. When displayed on an easel, it added a beautifully elegant touch to the wedding reception.

To cut all these mini-mats, I designed the project in Wizard's Frameshop program. I created a double opening



● These black mini-mats surrounding seating chart cards added an elegant touch to a formal wedding.



mat, marking the largest opening as a reverse bevel, then set to cut in an array of maximum number of openings I could get in a 32" by 40" black matboard. Instead of cutting a double mat, I left the mat in place. The first round of cuts were the inside openings at a regular bevel. The second round reversed the bevel leaving a perfect fallout mini-mat at  $\frac{3}{4}$ " wide. The second cut produced a perfect edge. Each mat surrounded a nicely printed list of names. Then I simply used double-sided sticky tape to apply the mats to the mirror.

## Table Numbers

Sentimental tabletops are a clear trend for weddings for 2021, according to theknot.com. This is another opportunity for selling wedding accessories to your clients. Table numbers made from matboard are another project made easy with a CMC (see page 26). Using a similar method as the seating chart project, these table numbers are double-sided oval mats with printed number in between. I designed and printed the table numbers using photos the client provided. The two white mats are attached back-to-back over the wired stand. If a better fit for the table, they could easily be adapted to add to a floral centerpiece.

## Signature Mat

This project (top right) is a classic and popular with customers. The Wizard's pen tool made this easy to personalize with names of the bride and groom and the date of their wedding. For the center photo, we suggest that the client use an engagement photo, or wedding invitation as a placeholder during the signing, then replace it with the couple's formal wedding photo later. We're happy to exchange the picture and refit the frame after the service at no charge.

## Faux Bois Inspired V-Grooves

The beauty of natural wood is the theme for this engagement photo frame (bottom right). The happy couple was photographed in the forest, and that inspired me to add a special wood grain design to the project. Using the PathTrace feature, I imported a black line drawing of a faux bois pattern, then traced the lines to create all of the curved V-groove cuts. I chose a light beige mat so that when cut, the white beveled V-grooves would be a gentle contrast. The mats that surround the photos are cut from a cordovan colored leather board with a black bevel. For fun, I used the debossing tool to carve "Happily Ever After" into the mat.

## Wedding Shadowbox

Perfect for a summer wedding, this lattice design (right) adds



● The couple can use an engagement photo as a placeholder at the wedding. Later, they can swap it out for a photo from the event.



● The beauty of this couple's woodsy photoshoot was emphasized with the use of a wood-grain design on the mat.

an interesting detail to this shadowbox. The lattice mat was cut out of a solid color core white mat, then applied on top of a natural colored textured linen. Two copies of the wedding invitation were used—the front design and the back showing all the wedding details. The photo was trimmed with a fillet and elevated above the invitation to give it more visual importance in the design. The color combination is intentionally light and neutral with the distinct pattern adding interest to this project.

## Wedding Dress

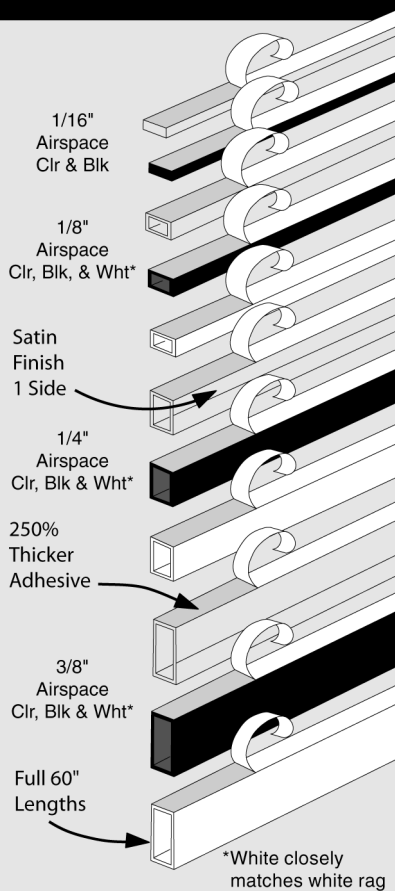
Another modern trend elevates the wedding dress into a work of art. Framing a gown for a ladies' dressing room



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● Light, neutral colors were chosen to complement a photo and invitation cards from this couple's summer wedding.



● These sentimental table numbers were made with double-sided oval mats.

might be on your production schedule soon, like this project from Scott Dawson at Dawson's Framing in Queensland, Australia (see page 27). The frame for this dress was built like a cabinet that could recess into the wall. They used fabric to cover the back then added satin ribbons for decoration. A dress form was created to give shape to the bodice before stitching the gown and veil to the backing. A truly impressive project and one worthy of sharing.

Creating gorgeous keepsakes like these are one of privileges of being a framer and as a bonus, it makes for engaging content for marketing your business. Think beyond store display windows that depend only on the people that pass by and try a more digital approach to put your ideas in front of buyers. Collect photos of your past projects and turn these into inspiring material for so-





● Scott Dawson of Dawson's Framing in Queensland, Australia, framed this gown.

cial posts, a blog article for your website, or displays for your store walls. Also check with industry manufacturers for royalty-free images of fram-

ing projects. Tru Vue, Wizard and Larson Juhl all have professionally photographed projects available for your use. Here are a few final ideas.

Create a Pinterest board and share wedding-theme framing ideas. Track how many times it's saved to other pinner's boards to get a sense of what projects are most popular.

Bring back past projects and make new posts for Instagram and Facebook. Odds are they will be new ideas for a fresh audience.

Tag photos with popular hashtags #weddinginspiration, #weddingplanner, #(yourhometown) wedding. Use a hashtag generator website, like all-hashtag.com, to get a list of the most popular tags related to your post.

Update your Google My Business page with posts that include photos

and descriptions. Share the love by mentioning the wedding photographer and venue in your posts to improve your discoverability.

Finally, create blog articles for your website featuring these great ideas. By frequently adding new blog posts packed with inspirational projects, you will be attracting new customers to your fantastic frame shop.



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Owner of Finer Frames in Eagle, ID, is a nationally recognized consultant in the art and framing field and the winner of Larson-Juhl's inaugural Design Star competition in 2013. She travels widely around the US presenting sales and marketing seminars for small businesses, and has recently published her second book, "Recharge Your Business." She is a popular instructor at The National Conference in Las Vegas.



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