

# LOVE IN THE SKY<sup>®</sup>

CREATE A MOMENT





# WELCOME

WELCOME TO LOVE IN THE SKY®, A PLACE INSPIRED BY THE WORLD ABOVE THE CLOUDS.



WE ARE HERE TO TELL YOU ABOUT OUR UNIQUE SLIDING PANEL GREETING CARD, AS WELL AS OUR RENOWNED HAND DRAWN ILLUSTRATIONS, DEPICTING A WORLD BEYOND IMAGINATION.

WE DON'T SEE OURSELVES AS A NORMAL GREETING CARD BRAND  
OR AN ACCESSORY TO A GIFT. WE AIM TO BE A LUXURY CARD,  
SOMETHING SPECIFICALLY PURCHASED,  
NOT JUST A LAST MINUTE BUY.







LOVE IN THE SKY® IS ABOUT CREATING A MOMENT,  
NOT JUST A PRODUCT...



...WE WANT TO CREATE AN EXPERIENCE, FROM THE CARD  
SELECTION, THROUGH TO WRITING THE MESSAGE,



SEALING IT WITH OUR UNIQUE LOVE IN THE SKY® STAMP,  
THEN PEELING BACK THE PETAL DESIGN ENVELOPE TO REVEAL YOUR CARD.





THE SLIDING DESIGN WITHIN OUR CARDS IS UNIQUE TO LOVE IN THE SKY® ...



(PULL THE TAB ON THE BACK OF THE CARD TO REVEAL THE MESSAGE PANEL)



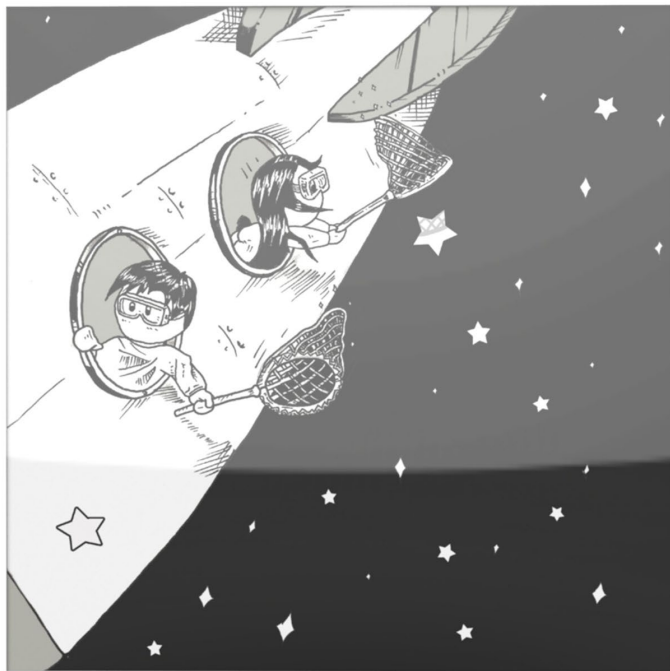
...AS ARE OUR DESIGNS THEMSELVES.











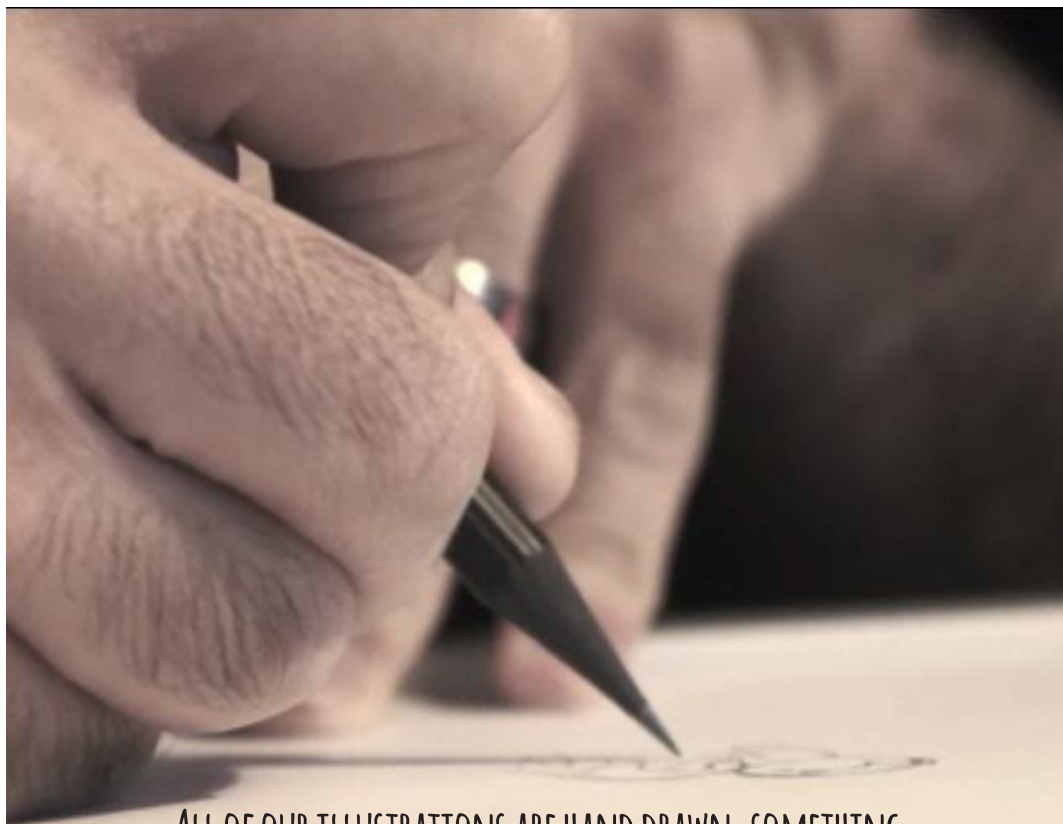




A hand-drawn illustration in a sketchy, whimsical style. Two characters are shown from the chest up, looking upwards. The character on the left has a large, round head and a small body. The character on the right has a more elongated head and a larger body. They are both looking at a night sky filled with stars and a crescent moon. The background is a dark, textured blue. The overall tone is dreamy and nostalgic.

LOVE IN THE SKY® IS A STORY  
ABOUT TWO COMPANIONS AND THEIR  
OBSESSION WITH THE WORLD ABOVE THE  
CLOUDS. OUR HAND DRAWN ILLUSTRATIONS  
FOLLOW THEIR CURIOUS NATURE FOR THE NIGHT  
SKY, THE MOON, AND ALL THINGS TWINKLY!

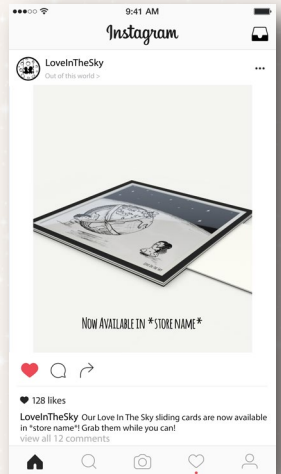
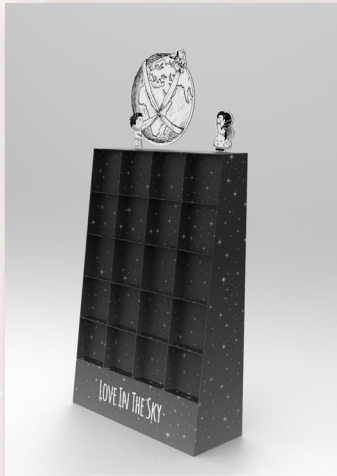
THE RELATION BETWEEN THE TWO CHARACTERS IS NEVER TRULY  
KNOWN, MAKING THEM RELATABLE TO ANY FRIENDSHIP,  
BLOSSOMING ROMANCE, OR COMPANIONSHIP.



ALL OF OUR ILLUSTRATIONS ARE HAND DRAWN, SOMETHING LOVE IN THE SKY PRIDES ITSELF ON. EACH DRAWING HAS BEEN CRAFTED OVER TIME, MAKING THEM MORE PERSONAL AND CAPTURING THE EMOTIONS OF THE MOMENT. YOU AREN'T JUST BUYING A CARD, YOU ARE PURCHASING A PIECE OF ARTWORK.

# WHAT WE OFFER.

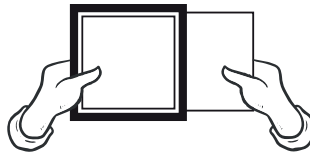
- 2-3 NEW ILLUSTRATIONS EACH YEAR.
- BESPOKE OR EXCLUSIVITY OF DESIGNS FOR YOUR STORE FOR A LANDMARK EVENT OR CELEBRATION (E.G. 100 YEARS SINCE STORE OPENING CARDS).
- POS ASSETS SUCH AS SIGNAGE, FSDU STANDS, OR STRUT CARDS (SUBJECT TO QUANTITY OF CARDS ORDERED).
- SOCIAL AND ONLINE ADVERTISING OF THE AVAILABILITY OF LOVE IN THE SKY IN YOUR STORES.
- EACH CARD COMES IN CELLOPHANE PACKAGING COMPLETE WITH PETAL ENVELOPE AND SILICONE STAMP.



# THE ENVIRONMENT

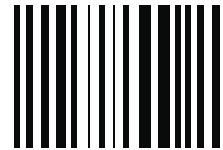


DESIGNED AND ILLUSTRATED IN THE UK  
MESSAGE INSIDE READS BLANK



MATERIALS USED SOURCED FROM FSC APPROVED FACTORY.  
MANUFACTURED USING RECYCLABLE MATERIALS.

LOVE IN THE SKY® IS A REGISTERED TRADEMARK OF DAVI RYATT LTD.



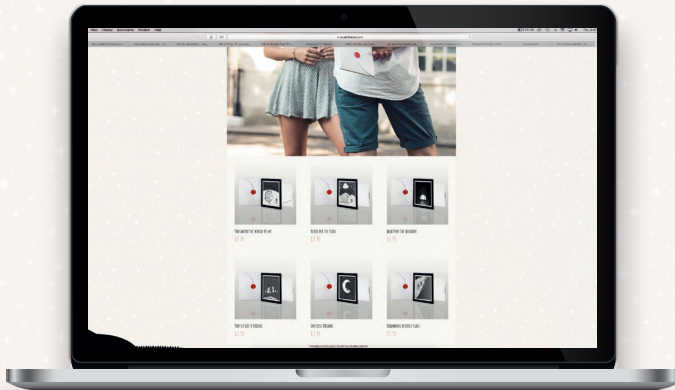
[WWW.LOVEINTHESKY.COM](http://WWW.LOVEINTHESKY.COM)

STICKER ON THE REVERSE OF THE OUTER PACKAGING



# CURRENT SALES

CURRENT SALES ARE THROUGH OUR ONLINE STORE AND SOCIAL MEDIA. MANY OF THE PURCHASES COME AS A RESULT OF SOMEONE SEEING THE CARD ON SOMEONE ELSE'S FEED OR HOME AND ASKING WHERE THEY GOT IT FROM, AS WE DISCOVERED FROM OUR "HOW DID YOU HEAR ABOUT US?" PAGE.



DO YOU WANT TO BE PART OF OUR ADVENTURE?

OR SIMPLY WANT TO KNOW MORE?

PLEASE CONTACT:

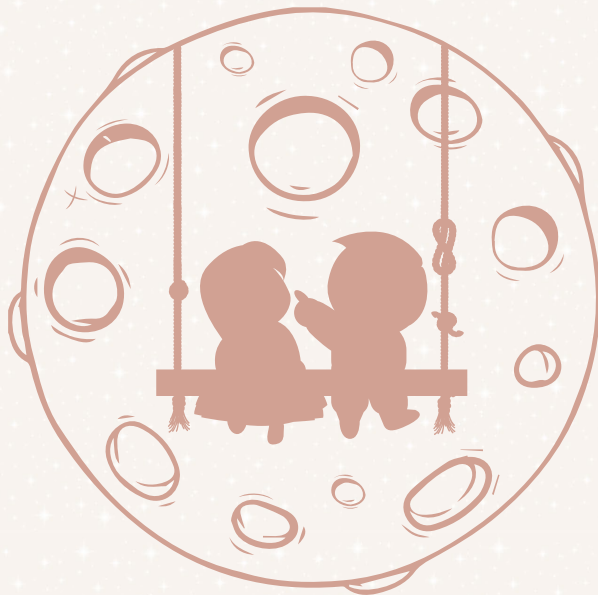
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FOLLOW OUR STORY:

 @LOVEINTHESKY.CARDS

 @LOVEINTHESKY.CARDS

 @LITS\_WORLD