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**Gniche Wedding Invitation Sites Taking Over Wedding Invitation Market**

**By Renae C Judkins**

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Every bride wants her wedding to be unique, so she will go to great lengths to make sure her dress is an original and her centerpieces are unlike any she has ever seen.

But what about her wedding invitations? Brides are continually searching for quality wedding invitations that have an original theme and aren't generic.

Carlson Craft and Birchcraft are considered the Wal-Mart of wedding invitations and every bridal shop and wedding invitation site seems to be an affiliate. However, new wedding invitation sites are entering the market and they seem to be becoming Carlson Craft and Birchcrafts' worst nightmare even with little or no affiliates.

VegasWedlockInvitations.com is an example of this. VegasWedlock Invitations sells Las Vegas Wedding Invitations and the owners were practically bombarded with desperate brides before their site even went live.

Simply put, these brides didn't order from Carlson Craft and Birchcraft because their wedding invitations were too generic. These brides were getting married in Las Vegas and wanted Las Vegas themed wedding invitations. Even though Carlson Craft and Birchcraft have a few Las Vegas wedding invitation choices, brides told VegasWedlock that Carlson Craft and Birchcrafts' Las Vegas themed wedding invitations were were "cheesy" and too general.

VegasWedlock Invitations have taken the term "gniche wedding invitations" seriously. Not only do they have the largest selections of Las Vegas wedding invitations in the world, but they go the extra mile and create Las Vegas themed wedding invitations for nearly every wedding location on the strip, including the Little White Wedding Chapel.

While searches for general wedding invitations is still popular, over 200,000 searches per month, gniche wedding invitation searches are quickly gaining speed. The term "Las Vegas wedding

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invitation" alone has over 2,000 searches per month. The term "Beach wedding invitation" has over 6,000 searches per month. These might not seem like a lot, but when Carlson Craft and Birchcraft only have half a dozen invitations to accommodate these searches, brides are craving a gniche site with more variety in their specific area. These are just two search terms out of the thousands of gniche wedding invitation sites out there. Every state in the United States has nearly 200 brides searching per month for wedding invitations related to their home towns.

The owners of VegasWedlock will soon be starting another site for Beach invitations and will move onto other gniche areas in order to satisfy brides' tastes for more specifics.

To view VegasWedlock's Las Vegas Wedding Invitations, go to their site at

<http://www.vegaswedlock.com>

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Renaee received her journalism degree from the University of Nevada, Las Vegas.

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## **Wedding Invitations And Which To Pick**

**By Ken Donald**

When planning a wedding there is a bundle of things to get done before you actually stand in front of the minister. Wedding rings, wedding favors, wedding accessories and where to travel to on your honeymoon. But the most importantly to start out with is to choose your wedding invitations. There are more wedding invitations out there to choose from than one can comprehend, and many places to look.

Do a search online for wedding invitations and you will definitely find information about wedding planning in abundance. There are sites with all kinds of wedding information in many variations and styles.

You can order wedding invitations online, 24 hours a day. And if you need help with the wedding invitation wording or etiquette you can find that too. The process of planning your wedding is easy

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when you got this type of service.

Picking your invitations are almost as important as picking your wedding dress. I know that sounds crazy. But think about it. The first impression your guest gets from your wedding ceremony and party, are your invitation. It gives that valuable impression, which tells the invited guest what to expect on your wedding day. It's not the wedding flowers or the wedding cake toppers. All this is making an impression much later.

Do a search for wedding invitations in online wedding magazines or at your local bookstore or library. You will get a good idea of what is possible and available.

One brand of wedding invitations is bridal. It can be found in stores and wedding stationery shops. A bridal invitation comes in a broad selection of styles and colors. Take your time to look through whatever you come across in your search for wedding invitations. It is time-consuming but you get solid experience that makes you choose the right wedding invitation for you and your wedding.

With a bridal notebook you can keep track of your preferred wedding invitations. Start your wedding planning several months before the wedding and especially search for those wedding invitations. If you have ordered your wedding invitations it can take some time to get them.

Being in good time also helps if a mistake happens with your invitations. You need enough time to order a reprint. You do not want to send out wedding invitations with incorrect information on them. If you order your wedding invitations from a wedding stationary shop, it can cost more money than one would expect. But the quality reflects the price.

If you have a budget where you need to save money where it is possible; you can make and print your own wedding invitations. There are a lot of different cards, envelopes, stamps and stuff available if you want to make your own invitations. This is a great idea if you are creative and want a unique and special wedding invitation. You can also find wedding invitations that you can print on your own computer.

Wedding invitations do set the character for the wedding. Pick the right wedding invitations to make

your special day unique.

Thank you for your time.

Find much more wedding information and particularly about wedding invitations at

<http://www.wedding-invitations-e.com/index.html>

. Check it out!



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