

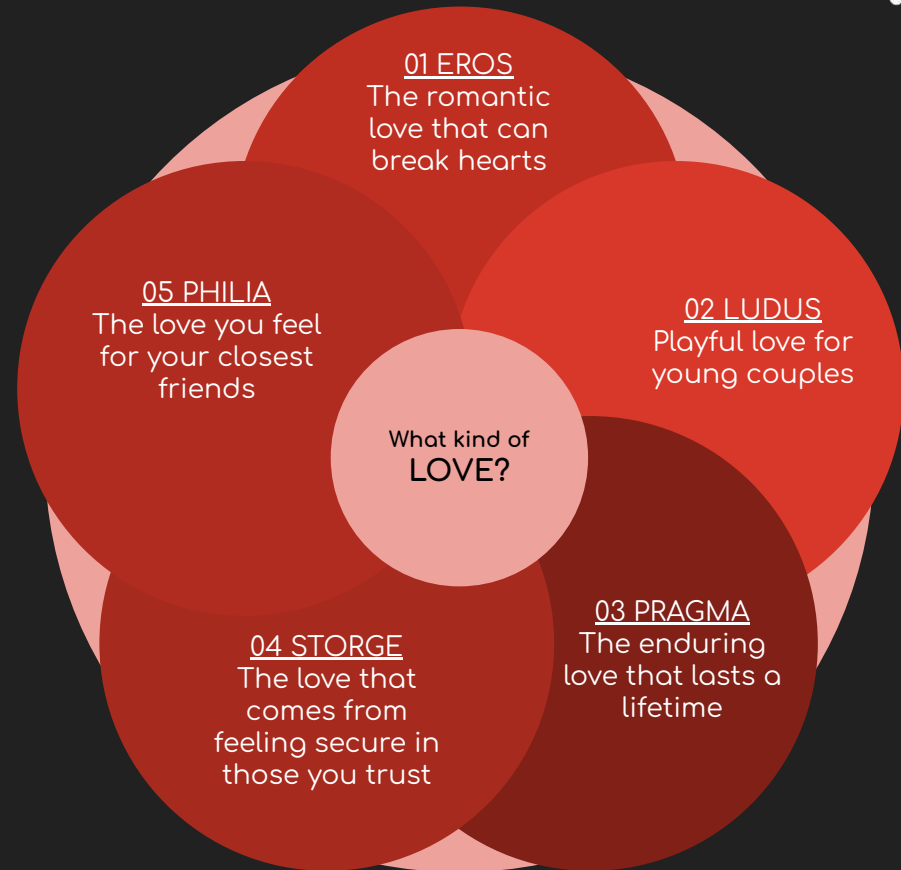
Be inspired this  
Valentine's Day

*thoughtful.*  Look Book

## Evolution of Love

Natural selection is the beginning  
Congregating commonly in particular places  
where that special someone gentrifies the  
public with her natural beauty  
Hoping to gradually descend into  
cohabitating the same hole in the wall  
amongst a population  
From casual acquaintances to friendship  
From reckless honesty and genuine intimacy  
to True Romance and pure hatred  
Finally, everlasting in a connection that  
unifies a bond holding hands with your  
companion following your own paths of  
individual happiness walking side by side in a  
life you both created together

Jared Kent



# 01 EROS

The romantic love that can break hearts.



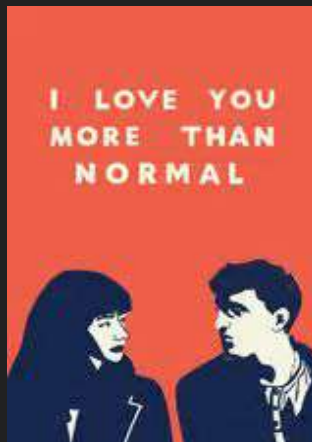
Eros - the Greek god of love and sex. Cupid was his Roman counterpart. Often mischievous, Eros was depicted as a young adult male who embodies sexual power - and a profound artist. This love exudes hormones and emotion. It's chemical attraction and sexual complimentation. Exclusive, not possessive and early sexual adventure.

Consider powerful graphic design and statement strokes. If you're going to say it, say it loud and with confidence. High contrast, big shapes and 3D fonts and don't be afraid of negative space. Go for matte drama with your palette with unobvious accents. Bring lust to life with bold copy sentiments that leap off the listings and are frame-worthy..

# 01 EROS

The romantic love that can break hearts.

thoughtful. 



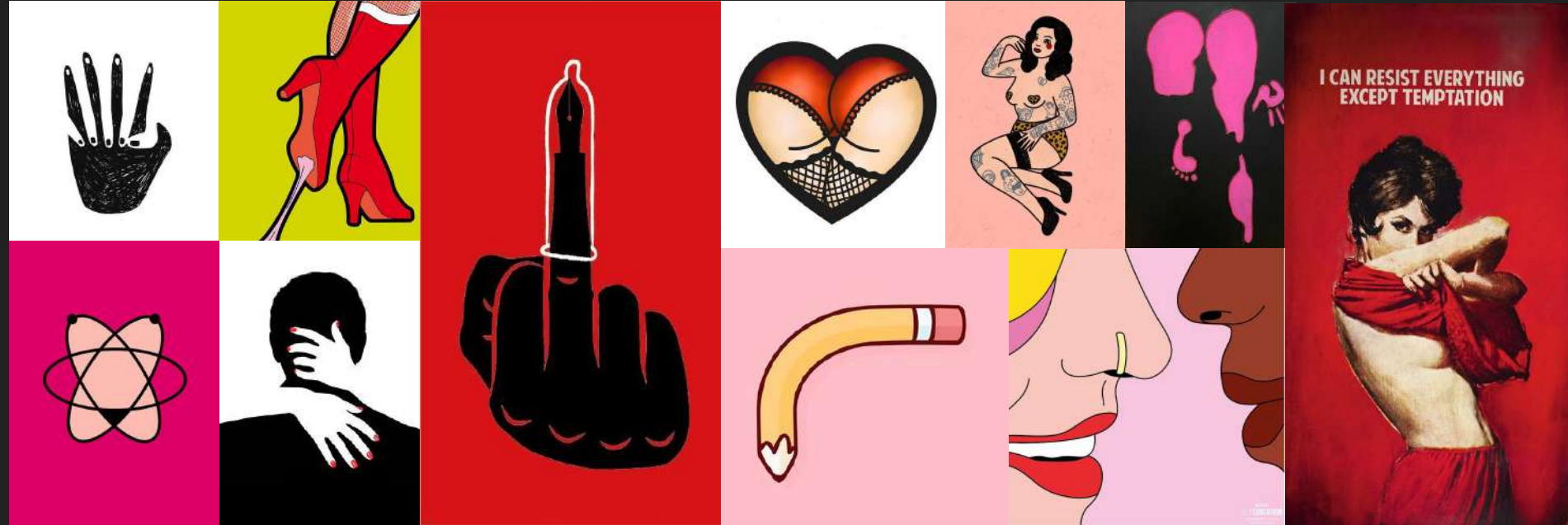
Credit left to right:

Aimee Stevens Design  
Fox & Velvet  
Emma Lupin  
Proper Good  
Harikan Kalso  
The Potato Diary  
So Yeah Stuff  
Magic Magpie  
Katie Edwards  
Pardon my Print

# 02 LUDUS

Playful love for young couples.

thoughtful.



Ludus - means "game" or "school". Ludic lovers seek fun. If a relationship materialises for Ludic lovers it can often be an extreme form. They seek to tease, indulge and play harmlessly on one another. The acquisition of love and attention itself is all part of the game.

It's all about the lustful innuendo here. Tease out and make tangible the titillation. Puns abound unabashedly but there's a BUTT. Be clever - we have a premium customer and plenty of content that services the "swear-willy and bum" end of the spectrum. To stand out, juxtapose clever innuendo with simple, classy and contemporary design and you're onto a best seller.



# 02 LUDUS

Playful love for young couples.

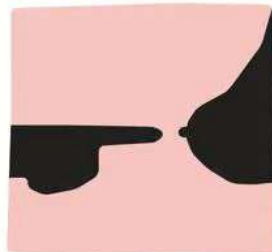
thoughtful. 

i love  
your  
to  
bits.

I put a little  
seaman on your  
Valentine's card



YOU'RE ON MY  
'TO DO' LIST



YOU TURN ME ON!



YOU MAKE MY  
WILLY TINGLE!

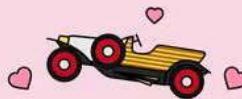
There was nothing she enjoyed more,  
than going for a ride on his  
magnificent cock.



NICE  
TITS



CHITTY CHITTY



BANG ME

THERE ARE 27  
BONES IN MY HAND



WANNA MAKE IT 28?

Credit left to right:

Wordplay Design  
Flamingo Lingo  
Kissmekwik  
Studio Boketto  
Flopsy  
Jeffrey & Janice  
O What A Feeling  
Evanave  
Rishi  
XOXOD

# 03 PRAGMA The enduring love that lasts a lifetime.

thoughtful.



Pragma - from Ancient Greece from which terms like *matter* and *pragmatic* are derived. This love reaches beyond desirability and heads in to the intrinsic *value* of our partners with a healthy dose of realism. Pragmatic love is a form of cooperation and symbiosis which isn't negative but real and valued as such.

A love best expressed through observational humour. Often gentle jibes at the expense of the the relationship, the partner or the self-awareness of the giver. It's the backhanded compliment that acknowledges the tenure of the relationship and the comfortable reality it now rests in. Imagine copy heavy routes met the most contemporary font design &/ simple illustration - it would blow the card off listing and into the basket.

# 03 PRAGMA The enduring love that lasts a lifetime.



*I still love you  
even though*

I HAVE MURDEROUS  
THOUGHTS WHEN YOU  
CHEW YOUR FOOD

ME TALKING.  
YOU PRETENDING  
TO LISTEN.  
SO FAR  
IT'S WORKED  
OUT WELL.

**LONG-TERM  
RELATIONSHIP BINGO**

STOPPED CARING ABOUT MORNING BREATH	REMEMBER EACH OTHER'S TAKEAWAY ORDER	BECOME FRIENDS WITH EACH OTHER'S PARENTS ON SOCIAL MEDIA
TEXTING IS USUALLY PRACTICAL NOT SEXY	OPENED A JOINT BANK ACCOUNT	LISTED EACH OTHER AS EMERGENCY CONTACTS
NOT AFRAID OF OFFENDING EACH OTHER	DISCUSSED BODILY FUNCTIONS	SEEN EACH OTHER UGLY CRY

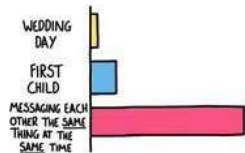
**HAPPY VALENTINE'S DAY!**

**YOU'LL DO**

**I LOVE YOU  
LIKE I LOVE  
A NEVER  
ENDING GLASS  
OF WINE**

**HAPPY VALENTINE'S DAY**

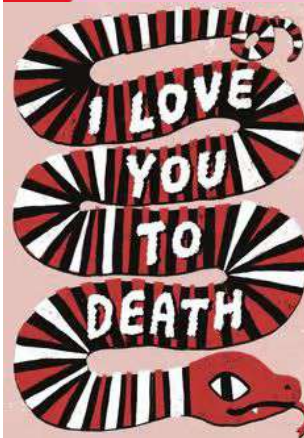
EXCITING TIMES IN A  
RELATIONSHIP



I LOVE YOU EVEN THOUGH  
YOU KEEP BRINGING



INTO OUR HOME.



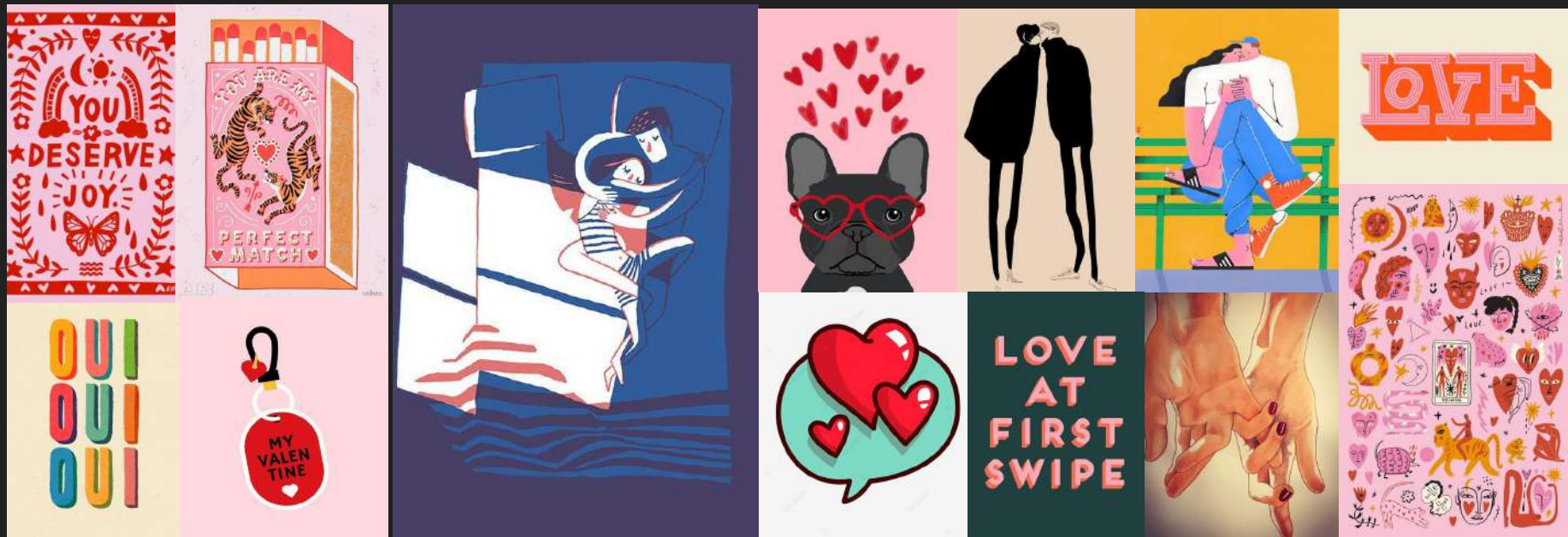
Credit left to right:

- Giddy Kipper
- SixElevenCreations
- TeePee Creations
- Twin Pines Creative
- Pack A Punch
- Do You Punctuate
- I Am Not An Artist
- Veronica Dearly
- Yan Lu Lee
- Redback Cards



# 04 STORGE

The love that comes from feeling secure in those you trust.



Storge - this kind of love develops gradually out of extended cohabitation. This is a love that builds and forms bonds beyond passion - more so kinship. This love accommodates loyalty, responsibility, duty and entitlements. It is familiar, protective and a sanctuary.

Cards in this love bracket celebrate the timeless love. The love that keeps us safe and secure. There's no joke, no innuendo, just appreciation. Gorgeous illustration meets heartfelt sentiment. Receiving these cards brings warmth and comfort. Teaming the most modern of fonts with the gentlest image or illustration is clickbait for those of us that show we love in a pure form.

# 04 STORGE

The love that comes from feeling secure in those you trust.



Credit left to right:

Dalia Clark Design  
Marnie Makes  
The Pattern Press  
Sophie Potter  
Lucy Maggie Designs  
Twisted Rebel  
Yan Yu Lee  
Paper Salad  
Michelle Goring  
Love Lucy Illustration

# 05 PHILIA

The love you feel for your closest friends.



Philia - friendship based on delight of being in the company of the other person. Similar characteristics or enjoyment of polar characteristics, these relationships endure as the motive behind it is to care for the friend. Promotes well-being and feelings of security.

For the emerging trend of GALENTINES - a day dedicated to 'the bestie'. Positive affirmations, swears, blessings, high fives and high humour, these cards drip with sass and appreciation and make the receiver feel seen and loved. Bold fonts and colours nest with delicate illustration for best effect.



# 05 PHILIA

The love you feel for your closest friends.



Credit left to right:

Round The Corner  
Emma Lupin  
Proper Good  
Gymshark  
Kyleigh Orlebar  
Sammie Illustrates  
Nichola Cowdery  
WillyBee  
Pig & Plums  
Cowpat Designs



# OTHER VALENTINE'S CONSIDERATIONS

LANGUAGE > the language of love knows no bounds!

- Most common languages spoken in UK: English, Welsh, Polish, Panjabi, Urdu
- Most commonly spoken European languages: French, Portuguese, Spanish, Italian
- Regional accents: there are 43 regional accents in the UK - what 'local' expressions of love might you use to make your cards stand out?

SEXUALITY > Valentine's Day isn't just for heteronormative relationships!

- There's an opportunity to consider any type of intimacy or relationship within Valentine's Day - afterall, St Valentine was canonized as a patron of love, young people and happy unions - none of which are restricted to heterosexuality.

NOSTALGIA > a macro trend for 2023.

- In times of uncertainty and strife, we often reach back in time for what feels safe, familiar or comforting. Traditional design, classic expressions of love, all the way back to the programmes, films and iconic soundtracks we grew up with are all likely to see a resurgence.