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New Product a Hit for the New Year

Customers say “I do” to new Anniversary Box gift

January 18, 2010, RICHMOND, VA—Richmond-based Happily Ever AfterWords™, a division of circle S studio, is garnering enthusiastic reviews for its newly released Anniversary Box. The company is enhancing the wedding tradition—“something old, something new, something borrowed, something blue” with the introduction of the elegant new gift, the first of its kind. The Anniversary Box is the “something true” that’s taking off as a meaningful way for couples to celebrate their anniversaries. The response has been tremendous from couples sending in comments and testimonials. The new tradition comes out of Richmond, VA and was most notably a part of the wedding celebration of Jenna Bush Hager and Henry Hager last year.

“Greg and I received the anniversary box from Susan and Michelle as a wedding gift, when the product was in the prototype stage. It's our favorite anniversary tradition—we just opened our card for our 4th year in Sept. We'd recommend the anniversary box to any couple. It's a wonderful, memorable gift,” -- Whitney Thomas Tigani.

The Anniversary Box is a satin keepsake box containing 50 notes and cards that guests may inscribe with messages of love for the bride and groom on the eve of their wedding. The couple opens one card each year on their anniversary thereby creating a new tradition for themselves as a family, and the messages become more special over the years.

The Anniversary Box, created by Happily Ever AfterWords in 2009, is covered in a pin-tucked, ivory silk and comes in an ivory tulle bag with blue ribbon accents. The box measures (6.25” w x 3.625” h x 6” d) and is suitable for display.

In October 2009 Susan Q. Hogg, president of circle S studio in Richmond, VA, launched the Happily Ever AfterWords Anniversary Box as a wedding gift available online at (<http://www.happilyeverafterwords.com>) and at select retailers in Richmond, VA. Susan adapted the gift from a homemade version she received from her mother-in-law 30 years ago. She spent nearly 10 years conducting product research, doing marketing surveys and gathering data about the correct way to present this new tradition to the retail market. She utilized her branding and marketing background to create a quality product that would make a statement and meet the needs of buyers looking for a gift with meaning.

Susan Hogg Biography

Happily Ever AfterWords™ Founder Susan Q. Hogg, a graduate of Randolph-Macon College, began her career in bank marketing and together with partners Mark Smith and Michelle Davis, opened circle S studio, a small design firm in Richmond, VA. Now in it's 10th year, the firm has grown to become a successful branding agency with a solid national reputation. A second branch of the organization, Steer Branding, focuses on the branding needs of brokerage and financial institutions. Susan is a member of the Virginia Council of CEOs and a member of the Board of Trustees at Virginia Business Bank. Happily Ever AfterWords is a partnership between Susan and Michelle Davis utilizing their expertise in marketing and design to bring a wedding gift of exceptional quality to market.

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