



NEWS 09.18.08 1:10 PM

PRINT | SEND TO A FRIEND | SHARE

## Emmy Invitations: More Is More for *ET*, *TV Guide* Parties

Ahead of this weekend's bashes, this year's Emmy party invitations hit mailboxes with a lot more than just the requisite information necessary for attendance.

*Entertainment Tonight* tapped [YesDesignGroup](#) to produce a recyclable and reusable garment bag as an invitation to its 12th annual Emmy party, sponsored by *People*, which will hit the [Walt Disney Concert Hall](#) Sunday night. YesDesignGroup tapped Jane Wyler of Reuseniks to create the reusable 100-percent cotton garment sack, which can replace plastic dry-cleaning bags as an environmentally friendly alternative, and YDG customized the bag with an original design bearing art and info for the party. The functional invite is 42 inches long and silkscreened with water-based inks. A zipper down the front has two attached tags made of fully recycled stock printed with soy inks.

*TV Guide's* party invitation came sheathed in a die-cut sleeve with the feel of raw silk. Inside, a black card printed with a gold scaled pattern on one side was embossed with red foil Asian characters along with the party's information on the other side. In small print below read, "Kanji translation: Please Join Us at the *TV Guide* After Party."

*TV Guide* creative director for special events and promotions Theresa Shanoff designed the invite, and Brooklyn, New York-based [Precise Continental](#) produced it.

—Alesandra Dubin

RELATED TOPICS [Emmys](#), [TV Guide](#), [Entertainment Tonight](#)



*Entertainment Tonight's* garment bag invitation

Photo: [YesDesignGroup](#)

### SEARCH OUR SUPPLIER DIRECTORY

- [Activities/Experiences >>](#)
- [Catering/Food Services >>](#)
- [Decor/Design/Flowers >>](#)
- [Entertainment >>](#)
- [Event Planning & Marketing/Meeting Pl.](#)
- [Event Production/Audiovisual Services >>](#)
- [Gifts/Premiums/Awards >>](#)
- [Hotel Accommodations >>](#)
- [Industry Resources >>](#)
- [Invitations/Signage/Printing/Name Tag >>](#)

### Search Our Venue Directory

### RECENTLY VIEWED

#### Stories

[Emmy Invitations: More Is More for \*ET\*, \*TV Guide\* Parties](#)

#### Suppliers

[YesDesignGroup](#)

Save big with special offers for meetings and events.



[VIEW OFFERS NOW](#)

[OnCallMedic.net](#)  
EVENTS / PARTIES  
805.807.2517

Don't Risk the Safety of Your Next Event

**LAWRY'S**  
CATERING

**MONT**