

Doylestown invitation designer wins top award

Corinne Miller

Kim Bensing's dainty detailing recently won her a prestigious designer award.

Bensing, an invitation designer based in Doylestown, was awarded with a Gold Addy from the Philadelphia Ad Club for her wedding invitation package, "Metamorphosis."

"It's really great because you do all that work for a client and you send it in and there's a lot of competition," Bensing said. "It feels great."

Bensing's invitation collection is based on a bride and groom who grew up together because of their mothers' close friendship, lost touch and met up again. With the groom's interest in entomology and the couple's shared interest in nature, it made sense to Bensing to compare

their relationship to that of a butterfly's life cycle – from its humble beginnings as an egg to its peak as a beautiful, soaring insect.

"Kim helped us come up with a concept that made these two very different themes blend into one cohesive story," said bride-to-be Erin Gruver. "Our invitation is about the transformation of our relationship and that of a butterfly from birth to current day – egg to caterpillar to chrysalis to butterfly. It is exquisite!"

As with the "Metamorphosis" couple, Bensing interviews her clients to home in on what's important to them.

"It could be anything – it could be where they met, it could be how they met, it could be a little bit about their relationship. It could be anything specific to

them that makes sense," Bensing explained. "Then, I develop it into a concept for their wedding invitation package."

Once Bensing has a concrete idea, she'll use the entire invitation package – from the save-the-date card to the program to the actual wedding invitation – to tell a story about the couple.

Bensing started her company, Heirloom Occasions, in 2000, bringing her more than 20 years of experience in art direction and graphic design with her.

"I wanted to be an entrepreneur. I wanted to work from home and I was commuting pretty far to work – an hour each way – and really loved what I did but wanted to build something where I was a little more accessible from home," she said, specifying that she was just starting her family. "I decided to

take what I do and push it a little further in a different direction."

In addition to producing imaginative designs, her creations are also eco-friendly. She uses recycled paper and ink and works with a "green" friendly printer.

"I'm very conscious of that. More recently, I've come to adapt that into my style and a lot of clients really appreciate that," she related. "That's really how I live my life anyway so it makes sense to run my business that way, too."

To view more of Bensing's work, visit heirloom-occasions.com.

Kim Bensing's "Metamorphosis" wedding invitation package won a Gold Addy at the Philadelphia Ad Club competition.

