Invites with the personal touch

By Tina-Marie O'Neill

Angie Gough

Company: Share The Feeling Productions

Position: owner

Location: London

Angie Gough, owner, Share The Feeling Productions

As is often the case with start-ups, stationery company Share The Feeling Productions was established because Angie Gough couldn't find the perfect invitations for her wedding.

The Co Clare woman eventually sourced her invites from a company in the US, and decided to set up her own firm in London last May to offer clients unique and personalised stationery.

Gough has a degree in history and politics from Trinity College Dublin, and spent four years with the 2003 Special Olympics world summer events organising committee, she also spent another year as fundraising and special events manager with Special Olympics Ireland, and a year with the BBC Children in Need Appeal.

"Share The Feeling was the 2003 Special Olympics motto and I wanted to bring some of the experiences I had working on the games into my own business," said Gough.

"Working side by side with the Special Olympics director Mary Davis and chairman [and telecoms billionaire] Denis O'Brien was hugely influential in terms of seeing how they worked to make a business viable and how the games had such a positive impact on people's lives at the same time."

Gough started out on her own, but employs local people with learning disabilities who put the stationery together and perform administrative tasks in her studio in east London.

"Invitations have gone beyond a piece of card with details and an RSVP address," she said. "Now they're works of pop art, and clients want tailor-made stationery to convey their personality.

"For example, a recent client with a passion for designer handbags wanted invitations for her 40th birthday party. We created handbag-shaped invites with her initials embossed on the cards and the number 40 in the Louis Vuitton bag style. A card purse inside contained the RSVPs."

Gough works to each client's budget and requirements in a process that takes between six and eight weeks. Approximate prices are available for a range of stationery on her website, www.sharethefeeling.ie.

"Most of my clients are Irish as so much business is done online now," she said. Her clients include Irish artist Abigail O'Brien; Niall Mellon, the organiser of the Irish Township Challenge; Special Olympics Ireland; the BBC and many individual clients.

Gough has also launched a Little Gifts of Feeling range of greeting gifts, and is developing a range of stationery for a small stationer on the King's Road in London.