





Of note:

The Plaid Rabbit

BY LESLIE KLIPSCH

Perhaps I'm old-fashioned, but I love a heartfelt letter, crafted by hand. Writing a letter is a creative act. It's time spent. It's a cup of coffee and a studied focus on the recipient.

And to receive a letter! How wonderful to approach the mailbox expecting nothing but bills and political mailings, only to find a thoughtful missive from a loved one. The envelope carries emotion and it begs to be savored.

"You're not going to save an email. And we tend to be more abbreviated and less thoughtful in electronic communications," says Jennifer Chen, owner of the Davenport stationery and gift store, The Plaid Rabbit, when I asked her about letter writing in the digital age. "If you sit down to write something, you put more thought into

Leslie Klipsch
Jennifer Chen is the owner of The Plaid Rabbit,
a stationery store located in Davenport.

it. You touch the paper. The recipient touches the paper. It's meaningful."

Many appreciate that the holidays offer an occasion to check in with friends and family by sending a greeting through the mail. "People still like to send cards, even though they've changed a bit," said Ms. Chen. "Now

with digital photo Christmas cards, we have the opportunity to share photos of our kids and families. It's a holiday greeting and a way to stay in touch at least once a year."

The Plaid Rabbit offers a variety of lovely holiday cards, plus professional, personalized service to ensure that your note



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Help Leslie decide on her family Christmas card! “Like” her Leslie Klipsch Facebook page and vote for your favorite! Leave a comment by Nov. 20. (Card designs by Jennifer Chen at The Plaid Rabbit; photos by Jennie Peakin Photography.)

communicates your affection. The small shop also eliminates the sometimes-overwhelming process of wading through hundreds of do-it-yourself designs many popular online printers offer. Customers can simply communicate with Ms. Chen, email a photo(s), and she and her team will do the work, at a price competitive with online printers.

A custom-printed card will likely have room for a short note and signature, something that Ms. Chen encourages her clients (who range from brides to party hosts to holiday well-wishers) to embrace. “It’s nice to touch a pen to the paper. It’s nice for your guests or recipients to receive something touched by your hand,” she said.

Like many of us, Ms. Chen has fond recollections of receiving and writing letters

throughout her lifetime. She has saved letters she received from her father while she was in college, and those from her sister, who sent mail often from her late-’80s Peace Corps post in Tunisia. Ms. Chen has likewise penned many notes to her three daughters and continues to value the art today.

With the selection of paper and custom products, along with talk of a letter-writing campaign that Ms. Chen is planning for her pleasant shop, one is assured that the deliberate and age-old act of written correspondence will last through this season and beyond.

Ms. Chen’s favorites

The Plaid Rabbit is home to more than stationery. In fact, it’s filled with thoughtful gifts suitable for almost any occasion.

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