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## MidMo Etsy: Rachel Meystedt and RuffledSundries

by BECKY NEEMS on SEPTEMBER 11, 2013 5:00 PM · NO COMMENTS

Our clever [Etsy](#) creator this week puts a modern spin on custom invitations. Rachel Meystedt makes all kinds of invitations and shares them on a printable file, which lets the customer decide their own quantity and type of paper. Meystedt's shop, [RuffledSundries](#), creates wedding, baby shower, birthday and other intricate invites for people to share with loved ones or even to the guy that gives them a funny look at work. We asked Meystedt how she started this creative service and where she found her inspirational spark.

### VoxTalk: How did RuffledSundries begin?

It (digital design) started as a creative outlet during law school at MU in 2011. I learned how to use the Adobe Creative Suite when I was a journalism undergrad. Now I am a lawyer and do it on the side.



### VT: When did you decide to turn it into a business over a hobby?

There was a lot of stress when I was planning my wedding and I used designing on the Creative Suite as a way to relax and thought of it then. After I made my own wedding invitations people were asking me if I could do theirs. Every time there's event I do invitations for family. I've

done it for a couple of big family events and individuals weddings, too. Thinking of ideas for designs, I searched through Etsy. I saw what people had come up with already and I thought, "I know I can do this."

### Why did you decide to send invites as a digital file instead of mailing paper invitations?

It's easier to send a printable file. You don't have to worry about stamps, if the person will receive the package or if the color doesn't turn out the right way. Etsy sends the prints by email to the address on record on a PDF or JPEG file after the customer has proved their purchase. Etsy has adapted to shops like mine. I also have a private listing if buyers want custom templates.

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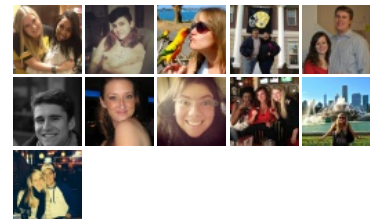
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Photo courtesy of Rachel Meystedt

What are the designs people can't wait to get their hands on?

The Chevron baby invitation and the bridal shower mad lib are the most popular.



Photo courtesy of Rachel Meystedt

How much time do you spend on it a week?

It's a 24-hour turn around usually, so I spend about an hour a week on it.

What do you like about it and why do you keep doing it?

It's fun to get to many people from everywhere. I've had customers from places like Arkansas, Florida and Minnesota. It's neat to be an important part of people's lives.

Check out [Meystedt's Etsy shop](#) and look at our other [Etsy Shop of the Week](#) stories.

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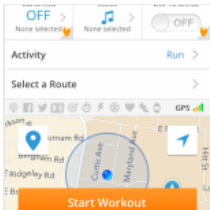
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