

The Write Occasion: More than just paper

Tracey Perneti is now completing her first successful year as owner of The Write Occasion. Long known for being a custom invitation and stationery store, Tracey notes that her business is about more than just paper.

"We're doing great with our baby room," she says, referring to her collection of birth announcements, diaper bags, baby accessories and gifts. "A lot of people stop in for baby and hostess gifts."

Over the last year, Tracey has received positive recognition from the local media, and has been embraced by the community.

"It is fun, exciting, and challenging, and I love it!" she adds.

Since she purchased the business, Tracey has added more product lines, including a greater variety of invitations, more gift items, writing instruments, seasonal items, and a brand new line of jewelry. Products are available at a range of price points.

Tracey retained the shop's fine invitations and stationery lines, but has added her own touch. One area is devoted to wedding invitations. Busy brides and grooms are welcome to sit down and relax while exploring their possibilities.

Tracey, who is balancing her roles as businesswoman and mother, understands that youngsters shopping with their parents need a special place for themselves. The Write Occasion features a popular area where children may draw on a pint-sized chalkboard and doodle with crayons while their parents browse through artsy greeting cards, candles, frames, tote bags, leather journals, and an extraordinary selection of paper plates, napkins, and wrapping paper.

Experience the friendly, personalized service and unique atmosphere at The Write Occasion, 630 Wyckoff Avenue, Wyckoff. Hours are Tuesday through Friday, 10 to 5 and Saturday, 10 to 4:30. From Thanksgiving week through New Year's, the shop will be open Mondays from 10 to 5:30. Call (201) 891-8889.

The Write Occasion is hosting an exciting event on Wednesday, Oct. 25. From 11 a.m. to 1 p.m. meet Peggy Post, America's leading etiquette authority.



Tracey Perneti