

## Welcome Sweet Elsie!

Written by Tori Johnson  
Friday, 07 June 2013 00:00

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We are so delighted on this fine Friday to announce that we have a new designer joining us! Designer Rachel Place is debuting her Sweet Elsie designs today, and they are indeed sweet! Welcome, Rachel, to the Spraground! Here's a little about Rachel:



*Welcome! I'm Rachel Place. Paper goods thrill me. I create whimsical, cute, fun designs that will make you smile. I can't help it - my love for design is innate. I grew up surrounded in artistry; my mom was a weaver, my dad was a blacksmith, and my Nana, Elsie, cultivated my creativity.*

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*She was an amazing woman who, from a tiny white cottage on Martha's Vineyard, would write me letters every week on the cutest stationery. ☐ She would have me practice drawing straight lines and she was undeniably sweet. ☐ Well, except for the time she made me clean her dentures for saying a not-so-lady-like word! ☐ To this day I have flashbacks of standing in front of that sink, scrubbing away. My Nana believed in me like no other. ☐ She understood that little things that made people smile were big things. ☐ So, years later, I have dedicated my business after her, after Sweet Elsie. ☐ I currently live in Austin, Texas with my husband and daughter, Allison. ☐ I strive to be for my daughter what my own mom was for me - a creative inspiration to live my dreams.*

*Please take a look around. I hope you delight in seeing these designs as much as it delights me to create them. ☐ I hope they make you smile.*

XOXO,

Rachel

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After you've visited [Sweet Elsie's new shop](#) , be sure and check out our [new collections available today](#) ! They are 2  
5% off all weekend, and the sale ends midnight Sunday night so grab them at these awesome prices while you can.  
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