

# what's in store

## Sophie's Philosophies By Cristina Velocci

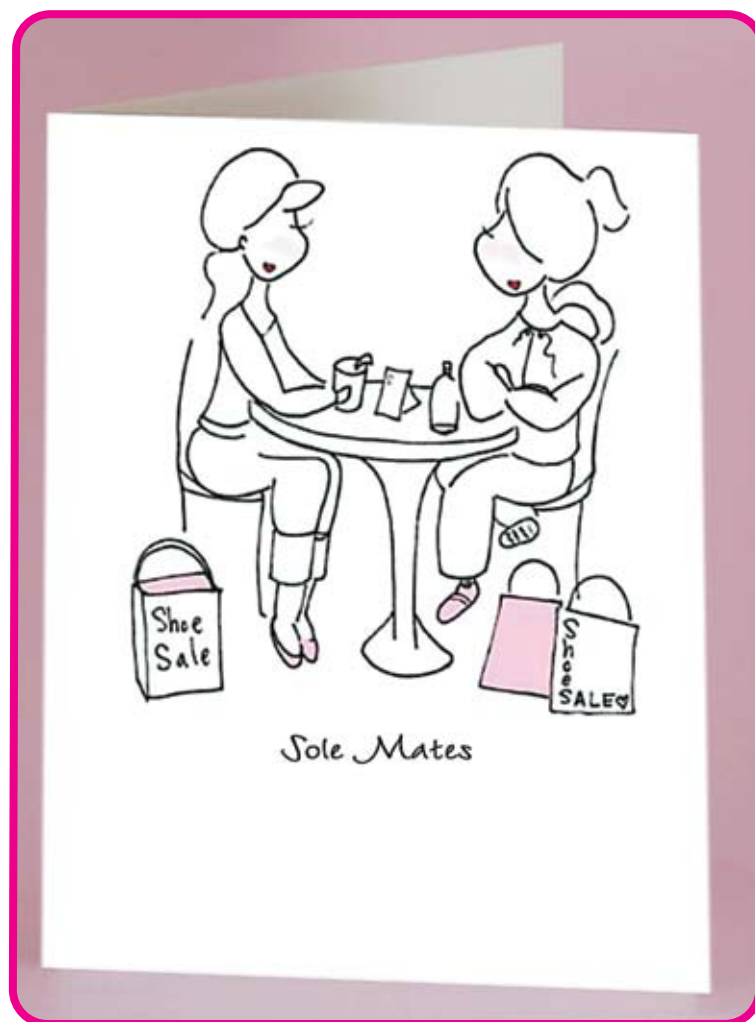
Approximately 190 million Valentine's Day cards will be sold this February, yet out of the countless varieties available, not one adequately expresses quite how you feel.

That is, until now.

Whether you're hopelessly in love, happily single, or fall somewhere in the middle and aren't sure you're using the "L" word yet, Joanna Alberti has got you covered. Her whimsical, girly line of handmade greeting cards, called Sophie's philoSophies centers around a sassy twenty-something named Sophie who is passionate about life, friends and, of course, shopping. The witticisms on each card are inspired by events in the creator's own life, and for this notorious lovers-only holiday, break the traditional mold with fun and flair.

"Valentine's Day is a funny holiday—you either love it or you hate it," says Alberti. "It weighs heavily on whether or not you have a valentine, so I thought it should be enjoyed regardless."

Alberti accomplishes this with valentines that reflect a love of shoes, shopping, fashion and friends. One card, which says "eye candy," depicts Sophie at a sale. Another showing two friends having coffee together, shopping bags at their feet, declares "sole mates." Those designed for significant others successfully balance the right amount of affection without bordering on the mushy, such as "You're my favorite," which shows Sophie picking out a chocolate from a heart-shaped chocolate box.



Even the cards themselves are a labor of love: each design is hand-drawn, then hand-glittered and blushed using Boston makeup artist Debra Macki's cheeky cosmetic line, wrapped up in pink tissue paper and a pink bow, and sent off with a personal hand-written note to the recipient, all done by Alberti herself. The cards are printed on Strathmore paper, a fine heavyweight writing paper, and accompanied by shimmer pink or red Italian paper envelopes.

While carrying the stationery line at a boutique in Tennessee is in the works, boxed sets of ten can be purchased online at [sophiesphilosophies.com](http://sophiesphilosophies.com) for \$21. Buy some of your own and treat yourself this Valentine's Day—consider it an expression of self-love.

