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identified by its preppy scallop note set, dear note set and signature monogram sets, it doesn't ignore modern day trends. "While the majority of our line stays true to our roots, we are always editing, adding and changing to keep things fresh. Right now metallic gold is hot but at the same time watercolour and flowers are equally relevant."

Sugar Paper's design hub and nerve centre is its production studio in Los Angeles – a heavenly confection of stripes and polka dot wall treatments, colorful art prints and bright pink chairs that perfectly reflect the stationery brand's design aesthetic.

"Our studio's design is based on the belief that form follows function. All of our studio choices are based on optimizing functionality while at the same time creating a beautiful work environment," says Jamie.

As a successful duo, Chelsea and Jamie tend to share most of the responsibilities and on certain tasks they divide and conquer. "We often say when working as a duo if we both don't love it, it's not good enough."

