

# Celebrity Couple News: Ashton Kutcher Posts Sexy Photo with Wife Mila Kunis Pre-Oscars



By [Jessica Gomez](#)

In [celebrity news](#), on their [date night](#) to celebrate the 2018 Oscars reportedly at a party, [Ashton Kutcher](#) posted a photo via Instagram on Sunday of him and his wife [Mila Kunis](#), according to [UsMagazine.com](#). The [celebrity couple](#) looked gorgeous, all dressed up in the up close shot. "Night out with the wife," read the caption. Kutcher doesn't really post many photos of his wifey on social media, but he did for this special night. Adorbs!

# This celebrity couple is keeping the spark alive! What are some ways to keep the spark alive in your relationship?

## Cupid's Advice:

There are plenty of ways to keep the spark alive in your relationship. It can sometimes require work, but no need to feel feel any shame. Cupid has some tips:

**1. Don't stop flirting with one another:** In the beginning, flirting can give us that fluttery feeling in our stomachs, which is what keeps that "new" feeling going. Sometimes couples stop complimenting one another, and just stop with the flirtatious and promiscuous comments altogether. This can take some of the fun out of your relationship. Every couple is different, but if you both enjoyed flirting in the beginning, you should definitely still be doing it. You can do it via text messages, in person, or both!

**Related Link:** [Celebrity Exes Demi Lovato & Wilmer Valderrama Reunite for Lunch Date](#)

**2. Continue going on dates:** Go to the places you love and go to different ones as well! Spending quality time together is essential, whether it's a date outside or an at-home one. Continue to do things together – share experiences and make more memories. Schedule at least one date a week, it will go a long way. Bottom line: don't stop going on dates.

**Related Link:** [Kristen Bell Shares The Secrets to Her Healthy Relationship With Dax Shepard](#)

**3. Laugh together:** Whether you're watching a comedy, going to a stand up show, or just cracking jokes with one another,

laughing together is important. The act of laughing releases endorphins that provide feelings of happiness and a great sense of well-being, which is something that can make you and your partner bond more.

**Any other ideas to keeping the spark alive? Comment below!**

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## **Flash Your Own Red Carpet Bling On Your Next Date Night**



*This post is sponsored by Cate & Chloe.*

[By Mary DeMaio](#)

Awards season has come and gone and the celebs have left us dreaming of the hottest jewelry trends. How we wish we could afford their jewelry selections! [Cate & Chloe Jewelry](#) makes it possible to take a piece of Hollywood with you this season with their red carpet inspired jewelry. They add glamour into your everyday life with high quality designs, from the office to the red carpet. If you're looking for something special your next [date night](#) that your sweetheart will remember, these stylish rings are sure to do the trick.

## Wear Cate & Chloe Jewelry Your Next Date Night

1. [The Elizabeth "Faithful" 18K Gold Swarovski Ring \(\\$169.00\)](#). This ring is dressed in crystal stones with a touch of 18K yellow gold that shimmers from the lighting in any room. It is easy to see why ladies admire them: they make a statement.
2. [The Demi "Divine" Ring \(\\$59.00\)](#). This ring features a delicate twist design finished with two tiny CZ stones on each end. It's a unique yet timeless piece to add to your gold collection.
3. [The Carmen "Lively" Cage Ring \(\\$55.00\)](#) –Without a doubt, this ring is a head spinner. It is an attention grabbing piece which definitely adds some edge to your style, lining your finger with four gold rings crafted into one.

All these pieces are sure to give you an extra bit of sparkle your next date night out! The glamour simply cannot be ignored. Not only will he admire your sense of style, he'll get a crystal clear, glistening idea of what you like and what kind of girl you are: one that's blingin' it!

Cate and Chloe Jewelry started with a simple idea – stylish, affordable jewelry for women. Life in the working world allows

little time for each individual's inner creativity and fashion sense to shine. The company takes pride in finding elegant, versatile and timeless pieces to complement every woman's desires. View the latest items at

Sign up for the Cate & Chloe VIP subscription box to receive special pieces every month! Choose from three pieces like a necklace and earring set or keep it simple with one new item. Or you can be surprised with a handpicked item from one of Cate & Chloe's expert stylists. Extra perks like discounts and first release designs are also included.

*For more details or to sign up for the Cate & Chloe VIP subscription box, check out the [website](#).*

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## **Celebrity Exes Ben Affleck and Jennifer Lopez Reunite at the Oscars**





By [Rebecca White](#)

Oscars buzz is beginning to die down, but of course, there is even more celebrity news and gossip that is making headlines. According to [UsMagazine.com](#), celebrity exes Ben Affleck and Jennifer Lopez reunited at the awards show during one of the commercial breaks, playfully joking around. We were all heartbroken when the famous couple had their celebrity break-up in 2004, but there's no need to worry: They've kept in touch via email for the last decade. If only all splits were this civil!

**It can be awkward for celebrity exes when they see one another again. How can you remain civil if you bump into your former flame?**

**Cupid's Advice:**

Running in to an old flame may be awkward – but not for

celebrity exes Affleck and Lopez. Try to model your uncomfortable experience after this Hollywood couple, and you'll be keeping in touch just like they do without any hard feelings.

**1. Bring a friend:** In the first few years after the relationship ends, it may be smart to bring a friend with you when you know you're going to interact with your ex. Having a wing woman or wing man will help you refocus the conversation if things turn sour.

**Related Link:** [Jennifer Lopez Reveals Ben Affleck Was Her "First Big Heartbreak"](#)

**2. Don't compete:** After a break-up, people often feel the need to compete with one another, bringing dates to parties and going places just to show your ex how happy you are. Don't use your relationship and love life as a competition; it will only leave you feeling upset and emotionally exhausted.

**Related Link:** [Ben Affleck Says Jennifer Garner's Love Helped Him Become a Hollywood Star](#)

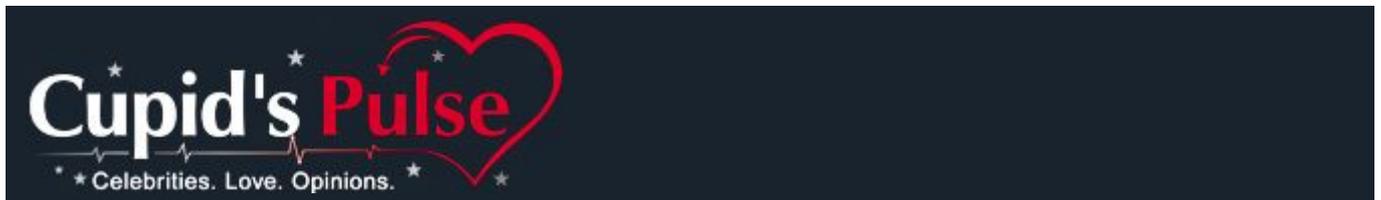
**3. Leave the past in the past:** This is one of the best ways to remain civil with an ex. Focus all conversation on the present and the future: what you've been up to, how your family is, etc. That way, past feelings will be left in the past for both exes.

How do you remain civil with your ex? Comment below!

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## Taya Kyle Showcases Famous

# Relationship with Late Husband Chris at Oscars for 'American Sniper'



By [Rebecca White](#)

Taya Kyle showcases her famous relationship with late husband Chris Kyle at the Oscars for *American Sniper*. According to [UsMagazine.com](#), she attended the star-studded event not only for her husband, but for veteran families as well. Kyle referred to Warner Brothers like a fairy Godmother, getting her on a plane, which had a dress and jewelry, even the shoes and Spanx waiting for her.

# Whether you're in a famous relationship or not, it's important to express your feelings to the one you love. What are three ways you can show your partner you care?

## Cupid's Advice:

Hollywood couples may have a different way of showing their celebrity love's they care during award season, but during everyday life, even these famous couples can use this dating and relationship advice:

**1. Romantic gestures:** If your relationship and love life needs a little help, then plan some romantic gestures to sweep your partner off their feet. Plan a romantic dinner, organize a day trip, or have a picnic.

**Related Link:** [10 Ways to Give Thanks To Your Partner](#)

**2. Find your loved one's preferred love language:** People receive love differently, so find out your partner's love language. Whether they want gifts, affirmative words, or actions, give your love based on how they receive it.

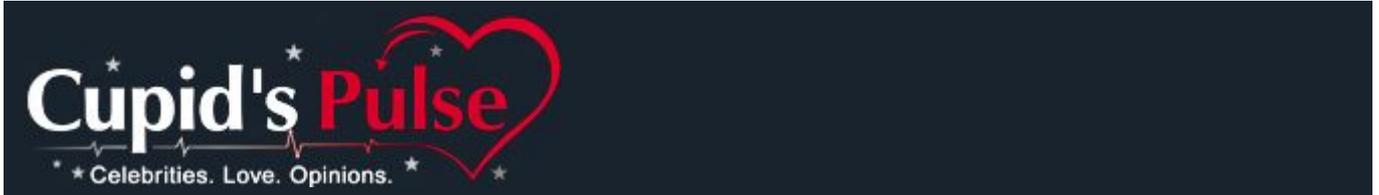
**Related Link:** [Celebrity Interview with 'True Blood' Star Jamie Gray Hyder: "It's Nice to Be With Somebody Who Can Take Care of You"](#)

**3. Be respectful:** Be respectful of your significant other even if you two are fighting. Bring up any concerns directly, don't talk badly about them behind their back, respect their intelligence, and never resort to name calling.

**How do you show your partner you care? Comment below!**

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# Celebrity News: Julianne Moore Says Husband Was First to See 'Still Alice' and Predicted Oscar Win



By [Rebecca White](#)

The Oscars have come and gone, awards have been handed out, but even famous couples want to find out about the celebrity

news regarding the celebrity love stories of the winners. Julianne Moore, who won Best Actress, said that her husband, Bart Freundlich has been very supportive of her throughout this journey. According to [UsMagazine.com](http://UsMagazine.com), during her acceptance speech, Moore gushed that her husband was the first person to see the movie and predicted that she would win an Oscar.

**The latest celebrity news about Julianne Moore's husband predicting her Oscar win makes for a wonderful celebrity love story. What are some ways to encourage your partner in his/her career?**

#### **Cupid's Advice:**

Whether you're in the celebrity news or not, supporting your partner in their career is of the utmost importance in any relationship. Here are some ways to encourage your partner in their profession, like these married celebrity couples:

**1. Give each other space; growing separately does not mean growing away:** Sometimes the best thing you can do is give your significant other space. Getting there on your own is half the fun of achieving any goal. Don't take that away from your partner.

**Related Link:** [Hollywood Couple: Diane Kruger Adorably Freaks Out Over Longtime Boyfriend Joshua Jackson's Golden Globes Win](#)

**2. Show your love that you're interested in their work:** Ask them questions and learn about the daily characters that show up in their day to day stories. You can't offer genuine

support if you don't know what they spend their days doing.

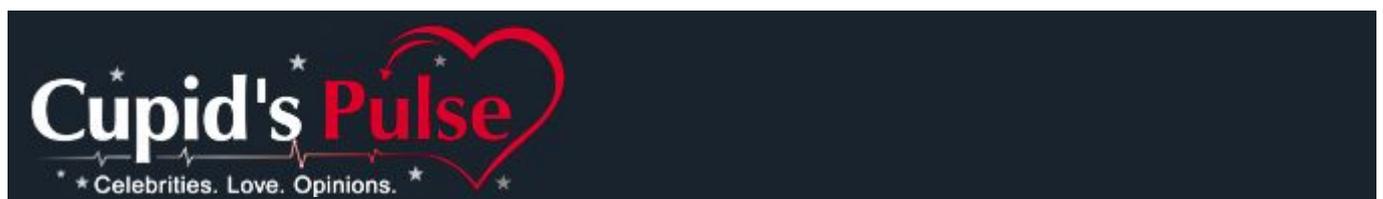
**Related Link:** [Beyoncé and Jay Z Lock Lips at MTV Video Music Awards](#)

**3. Be their sounding board:** Make sure you ask how your partner's day went and actually listen to the answer. Be supportive and understanding. Encourage your love by offering them the opportunity to feel truly heard and understood.

**How do you encourage your partner in their career? Comment below!**

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**Product Review: Make M&M'S® a Part of Your Oscars Celebration!**





*This product review is sponsored by M&M'S®.*

By Jenna Bagcal

There are pairs of things that just make sense together, like cookies and milk, peanut butter and jelly, or strawberries and champagne. The same thing can be said for award shows and M&M'S®. With the 87th Academy Awards less than a week away, some of you may be thinking about throwing a viewing party. So why not consider making this delicious chocolate candy a part of your Oscars 2015 celebration? Use this product review for some fun ideas!

## **Date Idea For An M&M'S® Oscars Celebration**

A grand event like the Academy Awards calls for a grand celebration! Even if you're just at home with your significant other or some of your close couple friends, this M&M'S® and Oscars [date idea](#) can make your night red carpet worthy. Before the party starts, make sure you're stocked up with your favorite M&M'S®, whether it's the classic creamy Milk

Chocolate, the tasty and crunchy Peanut, or the fun Crispy that are back by popular demand. Their colorful candy shells and chocolate filling will add a festive touch to your celebration. While you're munching on these rainbow confections, make sure to look out for the commercial that M&M'S® will be debuting on the big night.

Check out the videos below for some of Red's Red Carpet Tips to make your celebration on Sunday, Feb. 22 even better!

<https://www.youtube.com/watch?v=kkf3ybtpvis>

<https://www.youtube.com/watch?v=mpAE9su0yHA>

There are a wide variety of treats you can make using M&M'S® that are sure to satisfy any sweet tooth. Add Crispy M&M'S® to brownies for a crunchy surprise, or bake M&M'S® cookies as a fun alternative to your usual chocolate chip version. Get creative with your recipes, and don't be afraid to mix all three varieties together for a completely unique experience! For a final touch to your decor, lay out a "red carpet" path toward the dessert table with the tasty M&M'S® treats you made for your guests.

At the end of the night, send your guests home with some swag bags – just like the Oscars attendees – and fill them with cool and fun items you think they will love. Don't forget to include some M&M'S® in there too!

**What are some of your favorite ways to enjoy M&M'S®? Share them with us below and on social media!**

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# Matthew McConaughey Says He Wants to Make Family Proud in Oscar Speech



By Louisa Gonzales

It was a big night for Matthew McConaughey, for the actor won the Oscar for Best Actor at the 2014 Academy Awards on Sunday. McConaughey won for his amazing performance as a man living with AIDS in the critically acclaimed drama *Dallas Buyers Club*. According to [People](#), the star actor went on stage after giving a kiss to his wife, Camila Alves and a hug to his costar and fellow winner of the night, Jared Leto to accept his award. Once upon the stage he give a heartfelt speech, expressing gratitude to everyone and everything that got him there. He thanked God, his faith, and his family for their

inspiration and giving him the motivation he needs to keep living and moving forward.

**What are some ways to show you're proud of your partner?**

**Cupid's Advice:**

Telling someone you are proud of him or her is rewarding for both you and the other person. Letting your partner know you are proud of them lets them know you acknowledge their hard work and appreciate their efforts as well as them. Cupid has some advice on ways to show you're proud of your partner:

**1. Write a letter:** Putting down your thoughts and feelings on paper is a good way to express yourself to your partner. Doing this is an easy way to share your emotions, because sometimes it's hard to say everything out loud. Write down all the reasons you are proud of them and it will surely brighten their day and encourage them to keep up the good work.

**Related:** [Matthew McConaughey Thanks Wife Camila Alves for Motivation](#)

**2. Speak out loud:** Say it in a song, shout it from the rooftops, tell them over dinner, before you go to bed, whatever. It doesn't matter how or where you say you're proud of them, you just need to say it. Be genuine about it though, be honest and really mean it when you say it, be in the moment. Part of being in a relationship is putting effort into it and helping your significant other feel good about themselves and putting.

**Related:** [Matthew McConaughey and Camila Alves Move to Texas](#)

**3. Show up for support:** One of the best ways to show you're proud of your sweetheart is to show up for something that is important to them. This will show you care and are there for them or by their side. Your partner needs that affirmation that you acknowledge their efforts and accomplishments and



Interview by Shannah Henderson. Video by Sherilyn Henderson. With the Academy Awards airing on Sunday night, CupidsPulse.com was excited to catch up with [reality TV](#) star and former Playboy bunny Kendra Wilkinson at OK! magazine's Pre-Oscar event at Greystone Manor in Los Angeles.

## Reality TV Star Reveals Her Favorite Films and Oscar Plans

At the party, sponsored by CIRÓS, Le Vian, Rock Your Hair, DSW, Cottonelle, and more, we chatted with the expectant blonde about her favorite films of the past year as well as her plans for Oscar night. Check out our exclusive [celebrity interview](#) with the reality TV star above!

*For more videos from CupidsPulse.com, check out our [YouTube channel](#).*

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## Celebrity Video Interview: Brad Goreski Says, "I Think We're Going to See an Explosion of Glamour" at the Oscars





Interview by [Whitney Johnson](#).

In our celebrity video interview, we talked to fashion stylist Brad Goreski about the fashion at Sunday night's Grammys as well as his tips for [date night](#) looks. "The number one trend that I loved was the metallics," the reality TV star says, citing Taylor Swift, Chrissy Tiegen ("the golden goddess of the evening"), and Rita Ora as gorgeous examples. Plus, he reveals his predictions for the upcoming Oscars: "I think we're going to see an explosion of glamour."

**Related Link:** [Celeb Stylist Rachel Zoe and Brad Goreski Split](#)

## **Celebrity Stylist Talks Date Night Looks**

When it comes to a date night, Goreski encourages women to look beyond what they're wearing. "Starting off with really good hair, makeup, and skin is super duper important," he explains. "Your skin should definitely be glowing on Valentine's Day!" He also says that you should invest in a show-stopping coat to amp up your look this winter. Watch the

celebrity video interview above for more!

For more videos from [CupidsPulse.com](http://CupidsPulse.com), check out our [YouTube channel](#).

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## Channing Tatum and Jenna Dewan-Tatum's Oscar Bump



By Jenny Schafer for Celebrity Baby Scoop

Parents-to-be Channing Tatum and Jenna Dewan-Tatum bumped up the red carpet at the 85th Annual Academy Awards in Los Angeles on Sunday (February 25). Sporting a black lace Rachel Roy dress and Irene Neuwirth earrings, the mom-to-be looked

radiant alongside her hunky hubby.

“I’m walking the carpet, trying to keep it together tonight but we’re good!” the glowing actress, 32, told Ryan Seacrest on the red carpet Sunday night.

When asked they have any plans to slow down for some “family time,” the *Magic Mike* star, 32, replied: “We’re gonna actually have the baby in London while I’m shooting so there will be no downtime whatsoever after that.”

“Very posh child we have here,” Jenna quipped. “I have a few more months [to go].”

The handsome couple – who met on the set of *Step Up* in 2006 and married in Malibu, Calif., in 2009 – announced their baby news in December.

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## Seth MacFarlane Jokes about Rihanna and Chris Brown at the Oscars





By Andrea Surujnauth

According to [UsMagazine.com](http://UsMagazine.com), the emcee of this year's Academy Awards, Seth MacFarlane, decided crack a joke at the expense of Chris Brown and Rihanna's controversial on and off relationship. During his opening monologue, MacFarlane discussed Quentin Tarantino's *Django Unchained*. "This is a story about man fighting to get back his woman who has been subjected to unthinkable violence, or as Chris Brown and Rihanna call it – a date movie. That's as bad as it gets, if it makes you feel better." His joke got a round of nervous laughter from the audience as he continued on with the movie discussion.

**What do you do if your friend gets back together with a violent ex?**

**Cupid's Advice:**

Worried about your friend getting back with one of their violent exes? Should you do something? If so, what? Cupid is here with some advice:

**1. Reach out:** Tell your friend how you feel. Tell them you are concerned and worried about their safety. Offer to help them and let them know you are there.

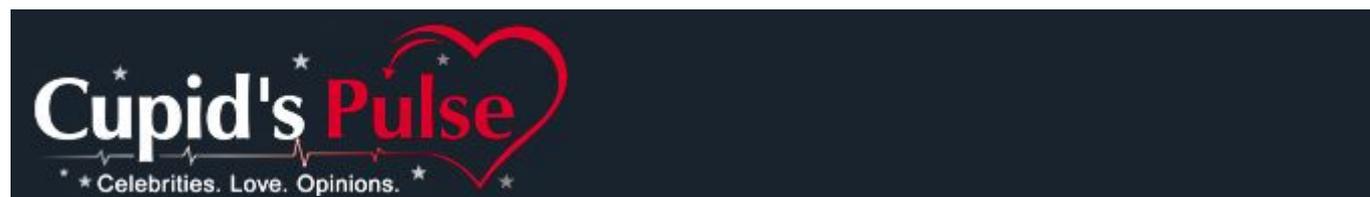
**2. Support:** Be supportive and listen to them talk about their feelings. If they make a decision that you do not agree with, do not fight them over it or stop talking to them. Let them know you are always there so they don't end up isolating themselves from you, otherwise, they won't come to you when they realize that they really do need help.

**3. Leave the abuser alone:** One mistake people tend to make when they have a friend that is in an abusive relationship is contact the abuser and start a fight with them. If you contact the abuser and anger them, you will put your friend in more danger. Keep your feelings between you and your friend, for your friend's safety.

**What would you do if your friend got back into an abusive relationship? Share your thoughts below.**

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## **Ben Affleck Wins Best Picture at the Oscars and Thanks Wife Jennifer Garner**





By Andrea Surujnauth

Ben Affleck won Best Picture at the Oscars this year and thanked his wife, Jennifer Garner, profusely during his acceptance speech. According to [UsMagazine.com](http://UsMagazine.com), Affleck thanked everyone that worked on the film and acknowledged his fellow nominees then began thanking his wife. "It's work, but it's the best work there is" he said of his relationship. He also shared a loving kiss with his wife before getting up to receive his award. These lovebirds were married in 2005. They have three children together, Violet, 7, Seraphina, 4, and Samuel, 11 months.

**What are some ways to show appreciation for your partner's support?**

**Cupid's Advice:**

Your partner has always been there for you and supports you through everything that you do. How do you show them your appreciation? Here's how:

**1. Thank them:** Saying thank you can go a long way.

Acknowledging the fact that your partner supports you will let them know that their support makes a difference in your life, which is exactly what they will be hoping for.

**2. Creative thank you's:** Get your partner a thank you present. Giving your sweetheart a present out of the blue just to say thank you will make them feel just how much you appreciate them.

**3. Reciprocate:** Support your partner just as much as they support you. It feels good to know that your loved one supports you so show them what that feels like just like they do for you.

**How do you show your partner that you appreciate the support that they give you? Share your ideas below.**

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# **Celebrity Hair & Makeup Artist Predicts Anne Hathaway Will Steal The Red Carpet at The Oscars**





By Whitney Baker and Nicole Cavanagh

Celebrity hair and makeup artist Julia Papworth finds her inspiration just about everywhere: from fashion magazines or local newspapers to sites like Pinterest and Vine, she's always looking for new looks to try. "It's important to find an image you love and then take it and make it your own," she said. By making a few small changes, you can create a unique style that will represent your particular personality and specific style.

Although Papworth focuses on hair and makeup, she often collaborates with stylists to ensure that, together, they're creating "a full package." Fashion and jewelry must align with hair and makeup to invent a character, whether it's for a red carpet, a work meeting or even a first date.

Speaking of red carpets, for the 2013 Academy Awards, Papworth hopes to see a lot of old school Hollywood glamour. To her, there is nothing better than a woman just being pretty. "No gimmicks or crazy blue eye shadow and insane hair. I just love beautiful looks and classy dresses. That's what the Oscars are all about!"

**Related Link:** [Marc Friedland Explains Why the Winner's Envelope is Now an Iconic Part of the Oscars](#)

Two great examples of this style from the 2012 Oscars are Emma Stone and Penelope Cruz. Stone took a risk by wearing red, a color that redheads often avoid. Her polished updo paired perfectly with the dramatic neck of the Giambattista Valli gown, making for a very sophisticated look on the young starlet. Cruz, on the other hand, opted for a romantic and flowing periwinkle dress by Armani Prive, which was both “stunning and super vintage.”



So who will steal the show this year? Anne Hathaway, according to Papworth. “She has been on point all year long and has been more adventurous with her pixie cut,” the stylist shared. Many women with short hair think they can’t be stylish or feminine, but Hathaway is a prime example of how to do it right. She keeps her look fresh and varied, mainly by “playing with color.” Changing your lip color or even your nail color will give your style a bit more edge when you have a short and simple haircut.

Papworth is also excited to see what Jennifer Lawrence, Quvenzhané Wallis and Jessica Chastain will be wearing. For Lawrence, she hopes to see a pretty, polished updo. As for

Wallis, she always likes to see how the younger stars manage to look beautiful while still being age-appropriate. Chastain should wear a color that complements her luscious red locks, such as emerald green or deep plum.

**Related Link:** [Get the Latest Fashion Style from 'Hunger Games' Star Jennifer Lawrence](#)

This classic style holds true for men and even couples too. Papworth is a big fan of the clean, classy look that Justin Timberlake has been rocking lately. In terms of couples, "it's nice to have a picture where you look like you go together." You and your man – famous or not – should complement one another and support each other's style. In addition to predicting the looks for this Sunday's big show, Papworth is also a go-to source for everyday style, something that comes in handy if you're getting ready for a first date.

Take a look at her three tips below and keep them in mind as you're primping and hoping to impress that new guy.

**1. Be comfortable.** "If your uncomfortable in anything you're wearing or how you look, all your going to do is think about that. If you're wearing uncomfortable shoes, you're not going to be able to hear a word your date is saying because you're just going to think about how your toes hurt."

**2. Keep it simple.** Simplicity is always best when it comes to date. You may be "super wound up and excited and want to make a big splash when meeting someone for the first time, but honestly, people want to see you and hear you and what you have to say." Something simple, classy and chic is the best way to translate your personality to fashion and beauty.

**3. Don't experiment.** A first date isn't the time to try anything new. You always want to put your best face forward, so stick to something that works rather than something that *might* work. Don't test run a new hair color or makeup product. Of course, experimenting isn't always a bad thing. It's easy

to get stuck in a style rut and do the same thing with your hair and makeup; Papworth has even fallen victim to this mistake.

Stepping out of your comfort zone may be challenging, but you have to give yourself some “tough love” and just do it. It’s also helpful to turn to those around you for their opinions. “Confide in your girlfriends. They’ll give you that extra push.” You should chat with your stylist too: he or she can help you find something new that you can recreate at home.

As Papworth says, “It’s about finding that perfect marriage.”

*You can catch Papworth’s work on ‘Legit,’ an FX comedy on Thursdays at 10:30 p.m. EST.*

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## **Marc Friedland Explains Why the Winner’s Envelope is Now an Iconic Part of the Oscars**





By Whitney Baker and Rachael Moore

For 27 years, Marc Friedland, also known as the “godfather of the invitation” and “stationer to the stars,” has perfected the design, elegance and timeliness of an invitation. Having developed wedding invites for everyone from Brad Pitt and Jennifer Aniston to Larry King to Timbaland, Friedland and his team understand the importance of using the personal style of the bride and groom to create a unique invitation.

“We look at all of our events as experiences and recognize them as great moments to be remembered. People sometimes forget about the food and the décor, but the invitation serves as a keepsake to bring back the memory of that time,” he shared. “It takes the personality of the couple and brings that to life. I try to capture their essence in everything I do.”

Before Friedland can develop the invitation, the bride-to-be has to decide how she wants to announce her upcoming wedding to her friends and family. The main issue is trying to fit the authenticity and individuality of her relationship onto a slip

of paper. “The invite is the first piece that commemorates the bride and groom together as a couple. Each wedding invitation should be unique and distinctive – just like every romance is unique and distinctive.”



**Related Link:** [How to Handle Wedding Season as a Single Gal](#)

Los Angeles-based Friedland, who is the founder and creative director of Marc Friedland Couture Communications, has done much more than establish nuptial memories. Given his talent and extensive background, it's no wonder that, in 2011, he was tapped to be the first designer and producer of the Academy Award's hand-crafted envelopes and announcement cards. "Prior to me coming up with this special design, it was just a standard-issue printed envelope, which was used for informational purposes only. What I proposed was elevating the winner's envelope into an iconic piece. Just as the Oscar statuette is iconic, we felt that the envelope also needed its own presence," Friedland shared.

Well, the final product certainly stands out in more ways than one. The four-ounce creations are made of a beautiful gold, iridescent and metallic material that "picks up the light in just the right way." In order to produce the 96 envelopes (24 for each category with 4 sets being made) and the 488 nominee cards (122 total nominees with 4 sets in total), Friedland has a team working for 252 hours. Ultimately, the envelopes are

only touched by 48 people – 24 presenters and 24 award winners – but they are seen by over a billion viewers worldwide.

Of the design, the stationer explains, “We wanted to make sure it captured some of the richness of the golden age of Hollywood but was also relevant to today.”

The only adjustments made to the envelopes since 2011 have been for structural reasons. “When I originally designed it, it wasn’t meant to be reinterpreted each year – just as the statuette isn’t changed each year. To make the card easier to open, we took out the seam a little bit; it’s almost dummy proof now.”

For this year’s show, which will air on ABC on Sunday, February 24 at 7 p.m. EST, Friedland also created the invitations for five Oscar-related events. With a total of 15,100 invitations being sent for the events, it took over 300 hours to produce them. Of course, Friedland put personal touches on each of the invites. He explains that his team “approached the task in a way similar to how a designer would approach a fashion collection.” First, he picked a color palette of very rich jewel tones and gave each event a signature color: black diamond for The Governors Awards; sapphire for The Nominees Luncheon; emerald for The Scientific and Technical Awards; amethyst for The Foreign Language Film reception; and ruby for The Oscars.

**Related Link:** [Taylor Swift and Jake Gyllenhaal Reunite at Oscars](#)

Additionally, as if this work isn’t remarkable enough, Friedland crafted an online collection of cards for Oscar viewers at home. With The Oscar Collection By Marc Friedland on Evite Postmark, audiences everywhere can throw their own parties using the signature Academy-sanctioned designs – free of charge! To make your viewing party even more fun and interactive, you can also download the designer’s Oscar Bingo

game to play as the stars glide across the red carpet and onto the stage.

Even though most of his work is already completed, Friedland still suffers from a bit of anxiety on the big night. Watching from his seat in the audience, he hopes that “there are no mishaps with people getting the winner’s cards out of the envelopes. It’s such a tense moment, and we want to make sure nothing goes wrong.”

As for Friedland’s picks for best actor and best actress, he thinks it’s going to be a tough call this year: “there are so many good contenders, and it’s going to be really close.” Be sure to tune into the 85th Academy Awards to see who walks away with the coveted awards – and don’t forget to check out Friedland’s beautiful designs.

*For more information about [Marc Friedland](#), check him out on [Facebook](#), [Twitter](#) and [Pinterest](#).*