

## **Practically Perfect: Functional Favors Now At My Wedding Favors.com**

*Online wedding favor & gift boutique features favors with a unique practical purpose and useful features for the everyday lifestyle.*

December 12, 2007 (FPRC) -- Atlanta, GA – Some brides expect something more from their wedding favors. They're looking for a useful functionality, a simple application, or a little convenience that sets their perfect wedding favor apart from the pack.

Now, My Wedding Favors answers their sophisticated demands, debuting a new ensemble of Practical Wedding Favors on its already expansive Web site of unique wedding favors, accessories, and gifts.

My Wedding Favors ecommerce director Elena Lachev says the practical favor collection provides wedding planners and brides a chance to offer their guests something more. "Wedding favors are meant to be keepsakes," she says. "Why shouldn't a favor have a useful purpose, too? Guests will remember the wedding celebration every time they use them."

Featured products in the collection include:

- The Airplane Luggage Tag in Gift Box, offering a sturdy airplane-shaped chrome luggage tag in an elegant gift packaging, makes a useful surprise for travel buffs and out-of-town guests, especially.
- The Silver Dove Bottle Opener presents a sleek silvery chrome kitchen and wine utensil elegantly shaped exactly like a serene dove. It comes complete in a luxurious showcase oval gift box with ribbon, so it's as lovely in presentation as it's useful in application.
- Something perfect for every meal, the Seasoned with Love heart-shaped salt and pepper shakers are fine silvery chrome and fully functional. They come together in a showcase gift box with organza ribbon and a "thank you" tag.

"With this collection, the wedding favor itself takes an innovative step forward," Lachev says. "These favors are multi-functional as well as decorative. At every place setting, there will be something guests will recognize as having an extra amount of consideration."

The new practical favors selection joins My Wedding Favors' catalogue of thousands of elegant wedding favors and wedding accessories, including many "themed" collections for special motifs and design sensibilities. The site also stocks a complete selection of bridesmaids and groomsmen gifts and personalized wedding favors.

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My Wedding Favors ships throughout the United States and Canada. For a complete look at their catalog, visit them online at <http://www.myweddingfavors.com>.

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