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ALL THIS TALK OF A RECESSION GETTING YOU DOWN?

GREAT DEPRESSION PARTIES ARE ON THE RISE

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Social planning portal www.myinvites.com.au is focusing on the upside of the downturn by adding a range of 'Great Depression' invites to its suite of free online invitations today. MyInvites Managing Director Belinda Cordina reports that they have seen "...a significant increase in members seeking planning advice and invitation designs for depression-inspired get togethers this season...". No doubt driven by the growing global fascination with the economic downturn, twenty and thirty something's around the country are embracing the great depression theme at their social gatherings, seeing the lighter side of the doom and gloom portrayed by the media. International trend spotting outfit trendwatching.com also believes that the 'downturnaround' will be one of the biggest trends in 2009, further supporting the increase.

Every month myinvites.com.au inspires over 80,000 people online with reasons, tools and e-invitations to celebrate. The significant growth of the site since launch in late 2007 has been attributed to the fact that it is a stylish, time and cost effective option for social butterflies to plan and host their events. With predictions that 2009 will be all about *smart* consumption, we are sure to see the site's growth continue as consumers shed some of the excesses often associated with social events in favour of more sustainable and clever options.

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