

INSTAGRAM SLEUTHING.

THE PARTY FILES

Going down the Instagram rabbit hole is basically voyeuristic, but the results can prove useful.



RAINBOW CAKE

SOURCE:

Spied first on @edie_ parker designer Brett Heyman's feed: two rainbow cakes for the birthday party of @shoshannagruss's twins.

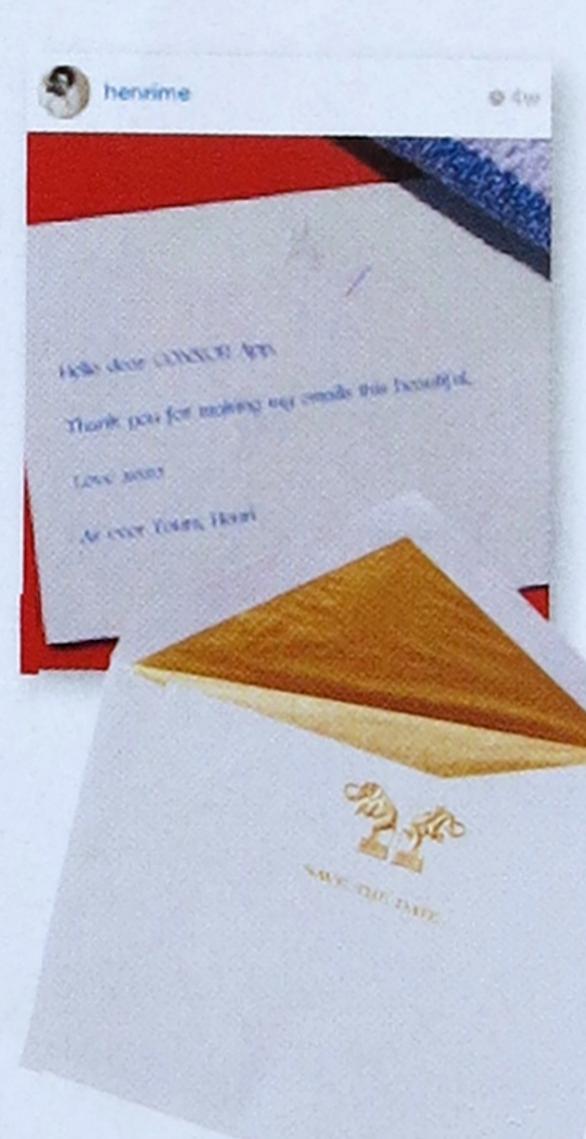
DETAILS:

It's the work of Amirah
Kassem. Her Brooklynbased Flour Shop Bakery
does cakes in the form
of hamburgers, ice
cream cones...and rainbows. flourshop.com

THE INVITE APP

SOURCE: Goodlooking digital notecards pop up often on Henri Richter-Werner's @henrime with messages that are clearly not preprogrammed.

DETAILS: Connor stationery, whose specialty is hand-engraving on heavy-stock paper, created a free iPad app that lets users customize notecards for save-the-dates and invites that can be e-mailed. connornyc.com





THE CATERER SOURCE:

@darcymillernussbaum induces envy with her crafty party-throwing skills. She called out the hors d'oeuvres at a Vera Wang to-do with particular enthusiasm.

DETAILS: The tray of appetizers was the work of PS Tailored Events, run by Pierre Schaedelin. He was personal chef to Martha Stewart, so he's used to a demanding clientele. pstailoredevents.com

