

2021Co. & Jennifer Love Hewitt's Holiday Junkie Collection Wins Prestigious Louie Award for Mother's Day Card



Fall River, Massachusetts Aug 13, 2025 ([IssueWire.com](https://www.issuewire.com)) - The founders of 2021Co. are thrilled to announce that their collaboration with Jennifer Love Hewitt under her Holiday Junkie brand has received a Louie Award for Best Mother's Day card.

The Louie Awards, presented annually by the Greeting Card Association, shine a spotlight on the most creative, innovative, and beautifully crafted greeting cards in the industry. For nearly 40 years, the Louies have honored designs that capture emotion, celebrate milestones, and inspire connections around the world. "This win shows how celebrity-led collaborations, when done with authenticity and craft, can inspire new audiences and energize the greeting card category," noted Andy Meehan, President, Greeting Card Association.

The winning design, "Maker of Magic," is part of the 2021 Co. x Holiday Junkie collection and was created in partnership with Hewitt, who wrote the copy for the card. The award winner was praised by the judges for its heartfelt message, playful aesthetic, and originality, while beaming with authenticity. "When I was a little girl, I spent all my spare money on cards and dreamt of someday working for a place like Hallmark, writing cards for people," Hewitt said, "and I am both incredibly excited and honored to win a Louie Award!"

This card exemplifies the synergy between 2021Co. and Holiday Junkie, a collaboration celebrated for its unique blend of humor, design excellence, and emotional resonance. Launched within the co-branded stationery line, this partnership offers a wide range of stationery for holidays and everyday moments, bringing together Hewitt's creative spirit and 2021Co.'s craft. "We are incredibly proud of this recognition," said Nicole Couto and Emily King, founders of 2021Co. "Working with Jennifer has been a thrill—her imaginative voice meshes seamlessly with our design process to create styles that push us in creative ways we wouldn't otherwise."

Carlos Llanso, Executive Director of the Greeting Card Association, added, "Jennifer's *Maker of Magic* card is especially meaningful. In my 25 years in this industry, I've seen countless moms—like Emily, Nicole, and Jennifer—join the industry to share their creativity, heart, and unique voice. In our industry, we call our publishers 'makers,' so this card truly comes full circle: celebrating both the magic of motherhood and the magic of making."

Highlights of the collaboration:

- Jennifer Love Hewitt not only lends her celebrity influence but also crafts the message and collaborates on the overall design concept to create on-trend, witty, and original cards and other stationery products.
- The "Maker of Magic Mother's Day" card features iridescent foil details and hand-painted art, printed on premium 120# uncoated cover stock, reflecting the commitment to quality and emotional storytelling that defines the brand collaboration.
- This Louie Award underscores the success of the creative alignment between her Holiday Junkie brand and 2021Co.

About 2021 Co.

Based in Fall River, Massachusetts, 2021Co. is a nearly decade-old stationery maker renowned for its

high-quality greeting cards and paper goods that blend creativity, humor, and emotional connection.

About Holiday Junkie™

Holiday Junkie™ is the vision of Jennifer Love Hewitt, with a mission to celebrate holidays and everyday magic. Jennifer personally contributes ideas, copywriting, and design direction, bringing genuine voice and heart to each collaboration.

About the Greeting Card Association

The Greeting Card Association (GCA) is the U.S. trade association serving the greeting card and social expression industry. GCA works to promote the sending of greeting cards and advocate for the industry through networking, education, and legislative efforts, including its advocacy on behalf of the citizen mailer and support for the USPS.

About the Louie Awards

The Louie Awards are named after Louis Prang, the German-born Boston lithographer credited with introducing the U.S. Christmas card in the 1870s. Established by GCA in 1988, these awards recognize the year's most outstanding greeting cards, invitations, and announcements sold in the U.S. Open to both domestic and international publishers, the competition attracts hundreds of entries annually, setting the standard for excellence in the industry.

LINKS

[Link to JLH video message about winning:](#)

https://www.instagram.com/reel/DNTqaWMSIWM/?utm_source=ig_web_copy_link&igsh=Y2dwOWhm cXFsZWR0

[Link to Instagram post about card/win:](#)

https://www.instagram.com/p/DMqGcYz0Y00/?utm_source=ig_web_copy_link&igsh=OHgyaXJrajB2a GN5

2021Co.

www.2021co.com

[Podcast with Jennifer Love Hewitt about 2021Co. partnership:](#)

<https://thepapernerd.com/portfolio/holiday-junkie-jennifer-love-hewitt-x-2021-co/>



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