

# THE ENTERTAINING SPECIAL ISSUE SOUTHERN *Lady*

**BONUS  
SECTION**  
LUNCHEONS  
PARTIES  
& MORE!

in the  
kitchen with  
**Martina  
McBride**

*Our favorite?*  
**Coconut Cake**  
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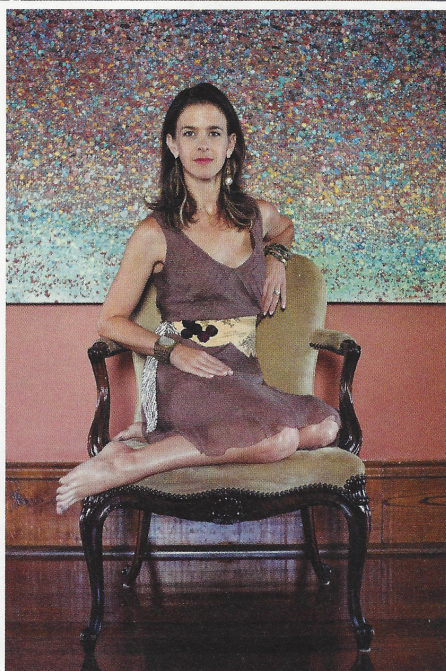
March/April 2015  
Display until April 13, 2015



**125**  
**RECIPES  
& IDEAS**



SOUTHERN SPOTLIGHT



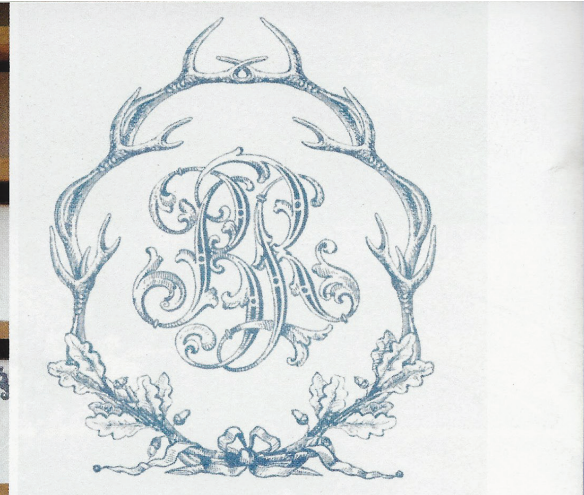
PHOTOGRAPH BY SARA ESSEX

# Louisiana Reverie

BY K. Faith Morgan  
PHOTOGRAPHY BY Stephen DeVries

*A New Orleans native brings subtle sophistication and lively whimsy to her thriving stationery company.*

In the heart of New Orleans's Faubourg St. John district, designer and stationer Alexa Pulitzer runs her business out of her 1850s pink Eastlake Victorian cottage. Here, it's a fairytale world where alligators wear crowns, antlers become alphabets, and gazelles don dapper suits to drink champagne. Formerly employed as a designer for the neckwear company her grandfather founded, Alexa grew frustrated with the corporate constraints tied to designing novelty ties and other cloth goods for brands like Tabasco, Save The Children, and ESPN. "In 1994, on one particularly frustrating day, I took some of my filettos (the contour outline of a design) to the print-shop director and asked him to make pads out of my artwork," she says. "My rejected designs grew into a stationery collection that I manufactured in my family's print shop and sold locally."



With motifs reminiscent of turn-of-the-century illustrations—but always with a wry twist—Alexa's line of American-made paper goods can be found around the world at fine retailers and shops like Bergdorf Goodman, Liberty of London, and Anthropologie. She designed her first royal beast, called "King Gator," 15 years ago. It has since become a best seller and a bit of a signature. "Here in my native New Orleans, we have celebration and theatricality in our blood," she says. "I often use animals because they project a deep inner strength and personality we humans often identify with. I place crowns on their heads to add a little whimsy, regality, and decadence to the mix."

You can almost hear the New Orleans jazz riffs float off the page on Alexa's paper goods, bidding readers to *laissez les bon temps rouler*. "Like all New Orleans natives, we take pride in being ambassadors to this culturally rich and vibrant city," she says. Her entire portfolio is flavored with a dash of Louisiana spice. "Since the day I started creating papers, I incorporated New Orleans icons: crowns, fleur-de-lis, jazz, flora, wrought-iron, and architecture into my work."

Although her current line of paper goods has achieved popularity and acclaim, Alexa continues to explore new design territory. "Creating something new every day is at the top of my list," she says. "If I do not create something beautiful every day, I feel unfulfilled."

For information, contact Alexa Pulitzer at 504-945-4843, or visit [alexapulitzer.com](http://alexapulitzer.com).

