

TJ Lovers



Wedding Websites

We've brought together practical wedding industry wisdom combined with a Together Journal-approved aesthetic to offer you a new way to host, send and receive all your wedding information online.



RIGHT Together Journal founder,
Greta Kenyon

Wedding websites — or websites for any special event — aren't exactly new, but we noticed something was missing for the Together Journal community.

We wanted to create something simple, accessible, and beautifully in tune with our brand's aesthetic. A homegrown solution that would perfectly complement our print and digital magazines, and our other wedding planning tools. That's how TJ Lovers Wedding Websites came to life, and we're excited to finally introduce it!

"As anyone who has ever planned a wedding knows, there are countless moving parts to the big day, and effectively communicating this information to guests in a simple way that aligns with your wedding style can be challenging," says Together Journal founder Greta Kenyon.

She and the Together Journal team have spent almost three years developing the TJ Lovers Wedding Websites (TJ Lovers). A one-stop portal for all wedding or event information, the suite of websites allows couples to easily create and customise their own website to use as their main invite and wedding information platform.

"With our deep understanding of weddings and our familiarity with the myriad of sometimes-confusing tools available, we were perfectly positioned to draw on our partnerships and in-house

team of wedding industry experts — photographers, stationery designers, stylists, and wedding planners. We've leveraged this expertise and the insights gained from being part of countless weddings over the years to create a resource that truly meets the needs of our community."

Here's how it works: couples select a website design from the TJ Lovers library, then they set about customising it with a personal URL and unique details such as their wedding date and location, wedding registry links, dress code requirements, information about related wedding events such as pre and post get-togethers, and social media rules and hashtags.

It also allows couples to export a digital wedding invitation in the same style as their website design, which they can also print in hard copy form for guests who prefer a physical invite. Recipients of the website link could also choose to do this themselves.

"TJ Lovers enables couples to create a central information hub, which is not only a more sustainable way to communicate but it's instant, easy to update and ideal when you have guests scattered around the globe," says Greta.

Guests can RSVP directly through the site and provide details such as dietary requirements. They can also check back regularly as the couple add more information.



‘We wanted to create something simple, accessible, and beautifully in tune with our brand’s aesthetic. A homegrown solution that would perfectly complement our print and digital magazines and our other wedding planning tools.’



ABOVE Non-technical users can create a beautiful online experience within ten minutes. OPPOSITE LEFT The TJ Lovers design library is constantly updated to reflect current wedding styles and palettes.

“This way, the site evolves from initial save-the-date information to the formal invite, and everything from social media policies to where to park. And because the site can be updated in real-time, you are covered. If the unexpected happens, such as a flash flood or pandemic, couples can easily get updated information to their guests.”

Post-wedding, TJ Lovers is the gift that keeps giving. Couples can use the site to share links to photo galleries and add follow-up information, making it a comprehensive resource for the entire event life cycle.

According to Greta, TJ Lovers hits the critical sweet spot between flexibility and simplicity.

“The site is versatile enough for non-technical couples to add their own information and content, such as web registries, accommodation websites and photo galleries. But it’s not so customisable that it becomes expensive or complex. It was important that we kept the price point affordable and the navigation straightforward. You can actually have your chosen website up and running in ten minutes! The hardest part is probably choosing a design.”

When it came to design options, Greta wanted to cater to a variety of tastes and wedding styles.

“We’ve curated a variety of themes, everything from vibrant hand-painted illustrations to sleek, minimalist designs. We’re also committed to constantly updating our design library to ensure that couples have access to the latest wedding styles and palettes.”

It’s been a three-year creative journey for the team behind TJ Lovers, including web developer Ben McMahon.

“Ben has been an integral part of Together Journal since its inception and has been involved

in every single web and digital project we’ve ever undertaken. We make a great team — Ben is one of those rare tech experts who understands both business and technology, and can communicate complex ideas in a way that’s easy for everyone to grasp.”

For Ben, a Kiwi who has worked from various locations as a digital nomad since 2015, TJ Lovers was a chance to extend the Together Journal website he originally developed when the brand launched.

“We built TJ Lovers as a template system which allows couples to choose a design and create new wedding websites instantly with the information they provide,” says Ben. “They can also make updates to the information at any time as we built it as a fully self-service system.”

“TJ Lovers gives couples a way to quickly create a beautiful wedding website that’s specific to them but doesn’t require a lot of time or cost to build. It also allows us to provide new designs easily and gives couples a lot of choice without complicating the wedding website process.”

A portion of the TJ Lovers themes have been designed in-house, while others are the result of collaborations with the creative stationery designers and illustrators Together Journal regularly works with.

“We’re excited to continue these design partnerships, so you can expect our theme library to keep growing,” adds Greta.

“And watch this space, because we’ve got several exciting wedding planning tools in development. This is an exciting time for Together Journal, and we’re thrilled to be able to use our collective expertise to make a couple’s special day even more special.” tjlovers.com