



Product Catalog

2025-2026

emilymooredesigns.com





Motto: Giving you the tools and confidence to create beautiful handmade cards.

Meet Emily...



A card-making pro with boundless creativity. Based in Michigan's countryside, she shares a peaceful life with her husband Mike and their lovable dogs, George and Gus.

After a decade working in finance, she took a leap to follow her crafting dreams and now runs a thriving small business. Outside the studio, Emily enjoys nature walks, photography, and getting lost in a good book.

So, why not join her creative and inspirational journey? Grab a cup of tea and explore the wonderful world of Emily Moore Designs!

Handmade Starts Here

Sure, you can find crafty products just about anywhere... but what sets Emily Moore Designs apart from others? Every design starts with one question: what will make this easier, faster, better, and (let's be real), a lot more fun for our customers? Emily is and always will be a card maker first, she knows what crafters like, want, AND need.

We stand by our motto (above) because we truly believe in giving our crafty community the tools to create handmade cards they will be proud of for years to come. Not just through our products, but through our community, educational posts and crafty inspiration.

TABLE OF CONTENTS

Steel Dies.....	3
Stamps.....	19
Stencils.....	24
Coming Soon	28
How to Order.....	29

CONNECT
WITH US!





Gift Card Holder Die

One-pass steel die creates a professional gift card holder with diagonal slots to securely hold standard gift cards. Fits inside an A2 card. Great for gifting year-round.

Key Features:

- One-step design; no templates needed
- Sized for A2 cards (5" x 3.5")
- Affordable price point
- Pairs well with the Numbers & Gifting Stamp Set and Pocket Dies
- 4.9+ average rating from 150+ reviews
- Great for classes!

PRODUCT SPECS

SKU	DIE-GCH-01
UPC	197644227976
WHLS	\$8.00
MSRP	\$15.99
Size	5 in. x 3.5 in.
Stock Status	In Stock

on the BLOG

Learn how you can personalize The Gift Card Holder Die!



[EXPLORE NOW](#)

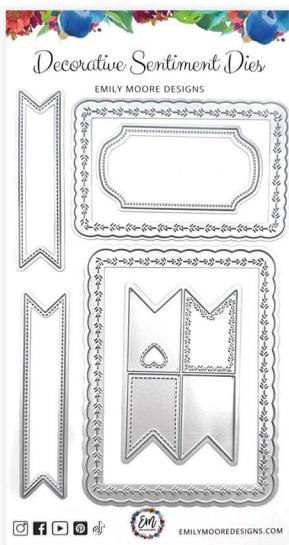


the gift of homemade



Decorative Sentiment Dies

This elegant 6-piece set includes uniquely stitched banners, labels, and tags—great for highlighting sentiments or layering behind embellishments. Perfect for birthdays, weddings, holidays, and more!



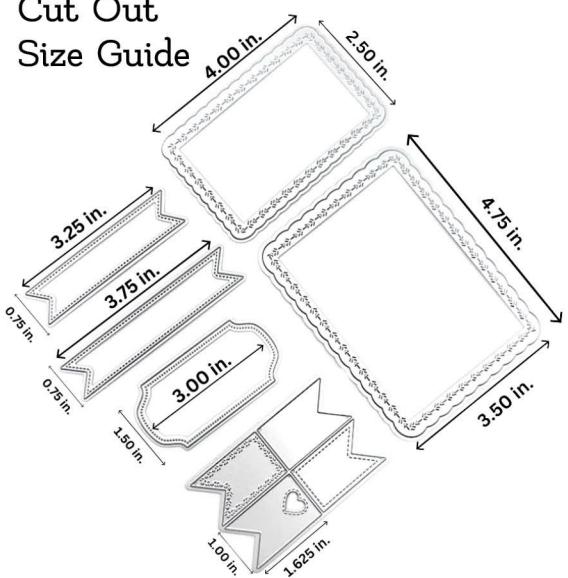
Key Features:

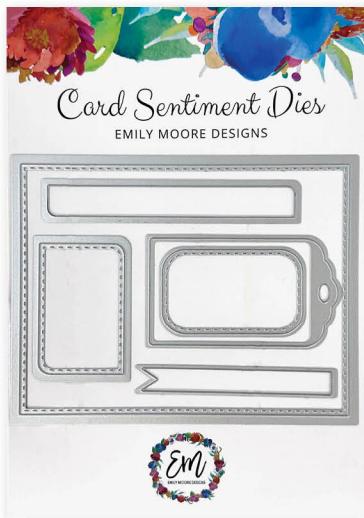
- Cuts 9 pieces, including 3 large frames ideal for larger stamp sets, and 6 ribbon dies in both long and short styles, each featuring unique decorative accents
- Unique embossed arrow design for detail in every die cut
- Coordinates well with the All the Happy Things Stamp Set

PRODUCT SPECS

SKU	DIE-DSD-01
UPC	198715716948
WHLS	\$12.50
MSRP	\$24.99
Size	Smallest: 0.7" in. x 3.2" in. Largest: 3.6" in. x 4.7" in.
Stock Status	In Stock

Cut Out Size Guide





Card Sentiment Dies

Give your projects a refined finish with the 6 piece Card Sentiment Dies set, featuring stitched-edge shapes and tags perfect for highlighting sentiments, junk journaling, or titles on cards and scrapbook pages.

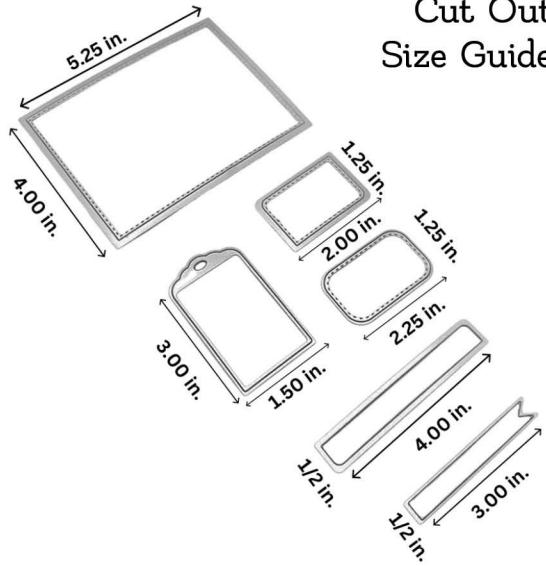
PRODUCT SPECS

Key Features:

- 6 total die cuts which include 4 sentiment dies perfect for stamping messages on the front or inside of cards
- Versatile A2 liner die for adding a polished space to handwrite your sentiments
- A Gift Tag Die which pairs with our free printables
- Elegant embossed edges

SKU	DIE-CSD-01
UPC	197644795123
WHLS	\$11.00
MSRP	\$21.99
Size	Smallest: 0.5" in. x 3" in. Largest: 4.1" in. x 5.25" in.
Stock Status	In Stock

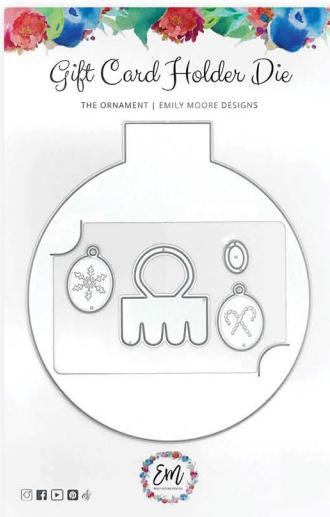
Cut Out Size Guide





Gift Card Holder Die - The Ornament

Turn gift cards into keepsake ornaments with this festive set, featuring a large ornament base, a unique topper, and playful holiday accents including candy cane and snowflake charms!



Key Features:

- Classic ornament that includes 2 charms and 1 topper PLUS holds a gift card securely.
- Precision cut guaranteed every time!
- Fun and functional, great for tree decorations or creative holiday gift-giving games.
- Standout holiday gift card holder!

PRODUCT SPECS

SKU	DIE-GCH-02
UPC	198168912591
WHLS	\$10.00
MSRP	\$19.99
Size	Smallest: 0.4" in. x 0.5" in. Largest: 4.2" in. x 4.8" in.
Stock Status	In Stock

on the BLOG

How to use the Gift Card Holder - The Ornament!



[EXPLORE NOW](#)

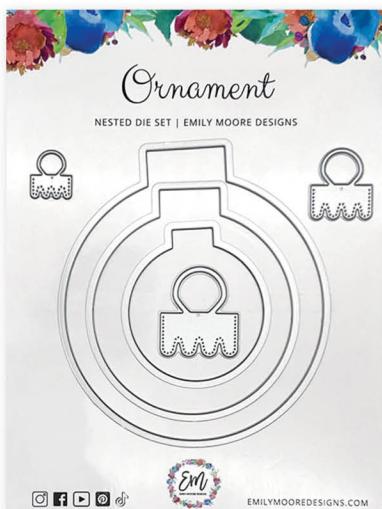


A memorable holiday gift



Ornament Nested Die Set

Our Ornament Nested Die Set includes three classic round ornaments in small, medium and large size, each with its own decorative topper for a polished, festive finish.



Key Features:

- Three ornament dies with three coordinating decorative embossed toppers
- Largest ornament size fits in A2 sized envelope
- Coordinates well with our So Charming Die Set and Gift Card Holder - The Ornament
- Can hang on a tree!

PRODUCT SPECS

SKU	DIE-OND-01
UPC	199284596672
WHLS	\$11.00
MSRP	\$21.99
Size	Various sizes, show in chart below
Stock Status	In Stock

Large Size

5.5 Inches tall by
4.25 inches wide



The Large is the same size as our Ornament Gift Card Holder so you can cover the slits or turn it into a card!

*All sizes include the topper

Medium Size

4.25 Inches tall by
3.25 inches wide



The doily oval fits perfectly on the medium sized ornament!

Small Size

3 Inches tall by
2.25 inches wide



So cute & tiny!





So Charming - Ornament Charm Die Set

Created to complement the Ornament Nested Die Set and Gift Card Holder Die - The Ornament, this charm die set features six debossed charms and ten extra loops—perfect addition to any holiday project!

Key Features:

- Includes festive icons like a birthday candle, stocking, gingerbread figure, and more
- 10 loops with pre-cut slits for easy attachment
- Pairs perfectly with the Ornament Nested Die Set and Ornament Gift Card Holder Die
- Add a custom, handcrafted touch to your holiday projects



PRODUCT SPECS

SKU	DIE-SCO-01
UPC	199284286719
WHLS	\$6.00
MSRP	\$11.99
Size	Plate: 4.75" in. x 1.9" in. Charm: 1" in. x 0.75" in.
Stock Status	In Stock

Charm Set Designs



Use with paste to add a realistic metal finish!





what customers say...

GREAT BUY

"I love everything I purchased and have already used everything numerous times. Wonderful quality and speedy shipping!"

- Gail

A MUST-HAVE

"I love the dies from Emily Moore Designs! So cute and versatile! I placed another order already!"

- Betsy

LOVE ALL YOUR PRODUCTS!

"Great quality products! Large selection!"

- Michelle





Horizontal Pocket Die

This easy-to-assemble one-piece die creates a beautiful scalloped pocket with built-in flaps and score lines. Perfect for holding gift card holders, tags, or sweet messages on the inside or front of your cards.



Key Features:

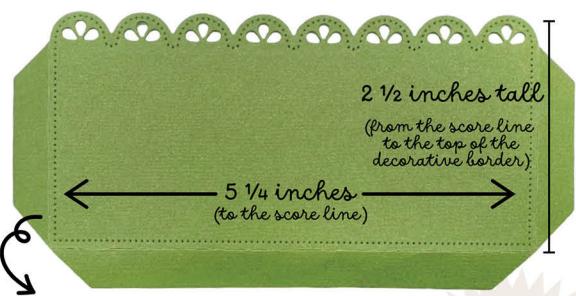
- Built in flaps and scoring lines, creates the perfect pocket every time
- Features dainty embossed dots and floral cutouts for an elegant touch
- Fits our Gift Card Holder Die, cash and more
- Lines up with our A2 Liner Die from the Card Sentiment Dies set

PRODUCT SPECS

SKU	DIE-HPD-01
UPC	199284248595
WHLs	\$10.00
MSRP	\$19.99
Size	6.25" in. x 3" in.
Stock Status	In Stock

The Horizontal Pocket Die

Coordinates with Emily Moore Designs
Gift Card Holder Die



Fits an A2 sized
card perfectly!





Vertical Pocket Die

This one-piece die makes it easy to create a beautifully detailed pocket that securely holds gift card holders, tags, or special notes. Designed with built-in flaps and score lines, it assembles effortlessly.

Key Features:

- Easy to create pocket die, just fold flaps and adhere to your card
- Intricate decorative design for unique detail
- Lines up with our A2 Liner Die from the Card Sentiment Dies set
- Fits our Gift Card Holder Die, cash and more!
- Inspired by local architecture

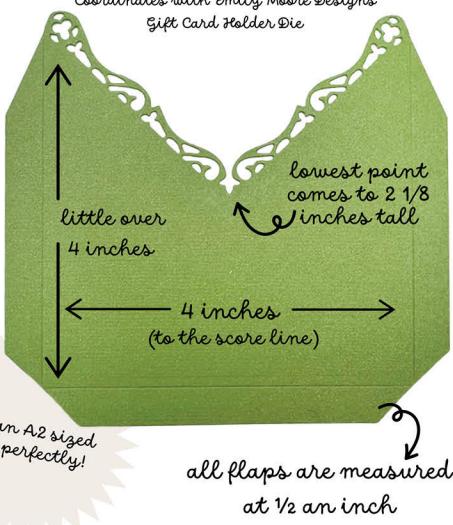
PRODUCT SPECS

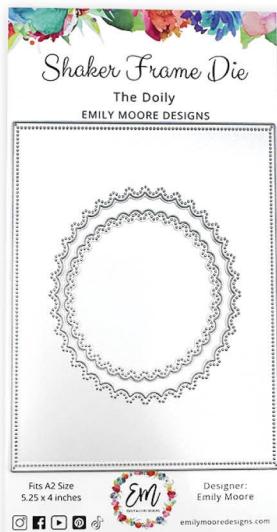
SKU	DIE-VPD-01
UPC	199284743915
WHLS	\$10.50
MSRP	\$20.99
Size	5" in. x 4.5" in.
Stock Status	In Stock



The Vertical Pocket Die

Coordinates with Emily Moore Designs
Gift Card Holder Die





Shaker Frame Die - The Doily

This two-piece die set was designed as a solution to make shaker cards simpler. It features a charming doily-style panel with an oval window, perfect for creating shaker elements filled with sequins!

PRODUCT SPECS

SKU	DIE-SDD-01
UPC	197644531035
WHLS	\$9.50
MSRP	\$18.99
Size	Smallest: 2.4" in. x 2.6" in. Largest: 4" in. x 5.25" in.
Stock Status	In Stock

Key Features:

- Creates a shaker card frame with a decorative window in one cut
- Includes a negative "doily" sentiment die for added detail
- Features dotted embossed detail on both the outer edge and inner scallops
- Versatile design suitable for any season or holiday

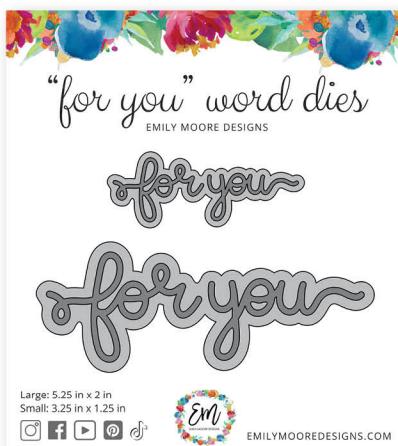
on the BLOG

How to use the Shaker Frame Die - The Doily!



[EXPLORE NOW](#)





"for you" Word Dies

This set includes four dies—two delicate "for you" script words and two matching shadow dies for added dimension. Elegant and versatile, it's perfect for creating polished, personalized projects.

Key Features:

- 2 Word Dies with coordinating shadow layers for dimension
- Delicate script font with a large and smaller size included
- Precision cut guaranteed, every time
- Coordinate well with our Vertical and Horizontal Pocket Dies

PRODUCT SPECS

SKU	DIE-FYW-01
UPC	199284630925
WHLS	\$9.00
MSRP	\$17.99
Size	Smallest: 3.25" in. x 1.25" in. Largest: 5.25" in. x 2" in.
Stock Status	In Stock

on the BLOG

How to use the Horizontal Pocket Die featuring the "for you" Word Dies!



EXPLORE NOW







yay! Layered Word Die

This 4-piece set adds personality to your handmade cards with layered depth, stitched details, and a playful cursive sentiment. This die set is great for celebrating special moments.

Key Features:

- Layered die design with stitched detailing and fun exclamation point
- Can utilize negative cut-out from large yay! shadow die for a window card
- Great for classes
- Works perfectly with our All the Happy Things Stamp set to complete the sentence

PRODUCT SPECS

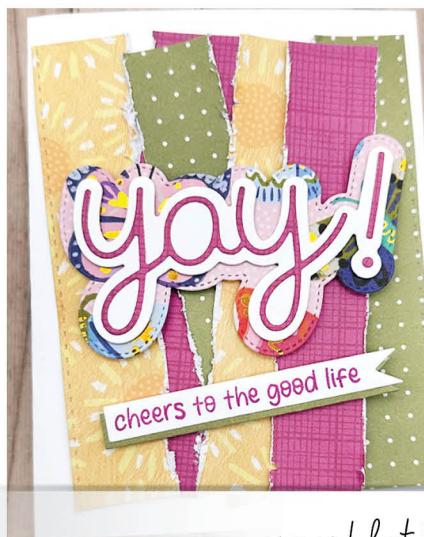
SKU	DIE-YLW-01
UPC	198168418857
WHLS	\$9.50
MSRP	\$18.99
Size	Smallest: 0.2" in. x 1.3" in. Largest: 2.5" in. x 3.6" in.
Stock Status	In Stock

on the BLOG

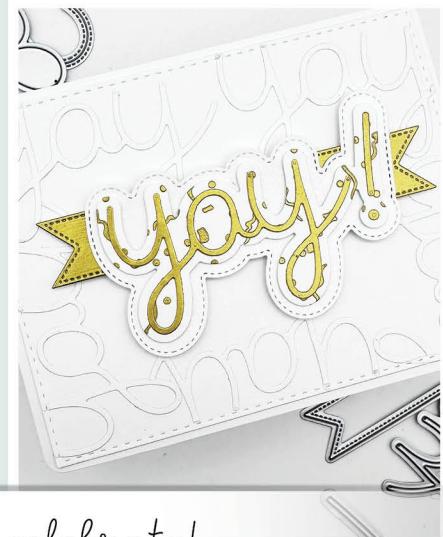
Check out all the ways to use the yay! Layered Word Die!



[EXPLORE NOW](#)



yay! let's celebrate!



"Hi, hey, hello" Word Dies - Small Style



This everyday essential includes three playful word dies with coordinating shadow layers, perfect for A2-sized cards. Designed with a clean, modern aesthetic, these sentiments work beautifully on card fronts or interiors.

PRODUCT SPECS

SKU	DIE-HHH-01
UPC	199284916180
WHLS	\$6.50
MSRP	\$12.99
Size	Smallest: 2.25" in. x 1" in. Largest: 2" in. x 2.5" in.
Stock Status	In Stock

Key Features:

- Includes "hi," "hey," and "hello" word dies in a charming handwritten font
- Comes with 3 matching shadow layers for added dimension and layering options
- Pairs well with the Just Wanted to Say Stamp Set
- Perfect size for card fronts, tags, or inside sentiments





"Hi, hey, hello" Word Dies - Large Style

Make a bold statement with this versatile 3-piece word die set! Includes 3 playful, script greetings with coordinating shadow layers—perfectly sized for the front or inside of A2 cards.



Key Features:

- Elegant script font that includes coordinating shadow layers for dimension
- Large size fits perfect on A2 cards
- Pairs well with the Just Wanted to Say Stamp Set
- Designed for everyday use and endless creativity

PRODUCT SPECS

SKU	DIE-HHH-02
UPC	199284929616
WHLs	\$8.50
MSRP	\$17.99
Size	Smallest: 3.125" in. x 1.5" in. Largest: 3.25" in. x 2.5" in.
Stock Status	In Stock

on the BLOG

Learn all about the Hi, hey, hello Word Dies in this blog post!



[EXPLORE NOW](#)



Oh... Hi, hey, hello!



OUR MOTTO AND PROMISE

Giving you the tools and confidence to create beautiful handmade cards.





Just Wanted To Say Stamp Set

Add warmth, encouragement, and a little paper-hug to your projects with this 12-piece clear photopolymer stamp set. Offers a heartfelt collection of sentiments ready to elevate cards, scrapbook pages, and more.

PRODUCT SPECS

SKU	STP-JWS-01
UPC	199284716483
WHLS	\$8.50
MSRP	\$16.99
Size	Smallest: 0.4" in. x 1.9" in. Largest: 0.8" in. x 2.4" in.
Stock Status	In Stock

Key Features:

- 12 thoughtful sentiments made with premium quality photopolymer for best results
- Unique sentiments for both the outside and inside of cards
- Coordinates perfectly with "Hi, hey, hello" Word Dies or works great on its own

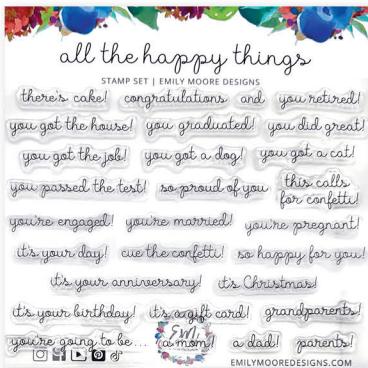
Stamps included in set:

- JUST A REMINDER thinking of you.
- JUST WANTED TO SAY... Miss you tons!
- in case you forgot
- LOVE YOU LOTS
- YOU ARE THE BEST
- Sending You A Paper Hug
- thank you for everything
- you are awesome!





this calls
for confetti!



all the happy things Stamp Set

- This joyful 28-piece set includes cheerful sentiments for birthdays, anniversaries, graduations, new jobs, engagements, and more. Perfect for card makers who never want to miss a chance to send a smile.

Key Features:

- 28 total stamps - a generous and versatile collection offering a wide variety of sentiments
- Crafted from premium photopolymer for crisp, clean impressions every single time
- Perfectly pairs with the yay! Layered Word Die and Decorative Sentiment Die Set

PRODUCT SPECS

SKU	STP-AHT-01
UPC	198715215328
WHLS	\$11.00
MSRP	\$21.99
Size	Smallest: 0.2" in. x 0.3" in. Largest: 0.3" in. x 2.7" in.
Stock Status	In Stock

Stamps included in set:

there's cake! congratulations and you retired!
you got the house! you graduated! you did great!
you got the job! you got a dog! you got a cat!
you passed the test! so proud of you this calls
for confetti!
you're engaged! you're married! you're pregnant!
it's your day! cue the confetti! so happy for you!
it's your anniversary! it's Christmas!
it's your birthday! it's a gift card! grandparents!
you're going to be... a mom! a dad! parents!





Birthday Sentiments Stamp Set

Whether you're sending a sentimental note or lighthearted cheer, this 12-piece clear photopolymer stamp set is perfect for card makers looking to create one-of-a-kind birthday greetings.

Key Features:

- Unique birthday sayings such as "Don't count the candles, just enjoy the glow!"
- 6 elegant font styles that add visual interest and variety to any cardmaking project
- Pairs perfect with the Card Sentiment Dies and Decorative Sentiment Dies

PRODUCT SPECS

SKU	STP-BSS-01
UPC	197644672745
WHLs	\$9.00
MSRP	\$17.99
Size	Smallest: 0.9" in. x 1" in. Largest: 0.3" in. x 3" in.
Stock Status	In Stock

Stamps included in set:

happy birthday to you Happy Birthday
the happiest birthday to you
don't count
the candles,
just enjoy the glow!
think of all the dogs left to pet!
think of all the books left to read!
THINK OF ALL THE ICE CREAM LEFT TO EAT!
celebrate good times!

happy birthday

to another year of
happiness and health

can't wait
to spend
another year
together

I HOPE ALL YOUR WISHES COME TRUE





Numbers & Gifting Stamp Set

Add charm to tags, cards, calendars and more with the Numbers & Gifting Stamp Set, a 20-piece collection of scripty numbers, punctuation, and playful sentiments full of humor and heart.

PRODUCT SPECS

SKU	STP-NGS-01
UPC	197644515318
WHLS	\$6.50
MSRP	\$12.99
Size	Smallest: 0.1" in. x 0.4" in. Largest: 0.3" in. x 2.6" in.
Stock Status	In Stock

Key Features:

- 20 total stamps made with photopolymer for best results
- Features "to," "from," and "love" in elegant script font
- Coordinates well with the Gift Card Holder Dies and the Card Sentiment Dies
- 1/2 inch in height, the perfect size for what they are meant for

Stamps included in set:

0 1 2 3 4 5 6
7 8 9 \$! 00
to: from: love: #
GAS MONEY ENJOY YOUR GIFT!
don't spend it all at once





"I am obsessed with every product you offer and your videos showing how to create cute cards! The gift card die is essential to all the projects.

I mean who does not love getting a gift card!
Keep creating Emily!"

- Wendy





Confetti Layered Stencil

This playful trio of 6" x 6" layering stencils creates dimensional confetti backgrounds — perfect for birthdays, celebrations, and more. Designed for easy alignment and crisp results with inks, pastes, or sprays.

Key Features:

- 3 separate stencils to create a dimensional, background with ease
- Alignment marks on the bottom corners to help line up each layer
- Clean and playful results with ink blending, pastes, and sprays
- Pairs well with our all the happy things Stamp Set.

PRODUCT SPECS

SKU	STC-CONF-01
UPC	198168339435
WHLS	\$7.00
MSRP	\$13.99
Size	6" in. x 6" in.
Stock Status	In Stock



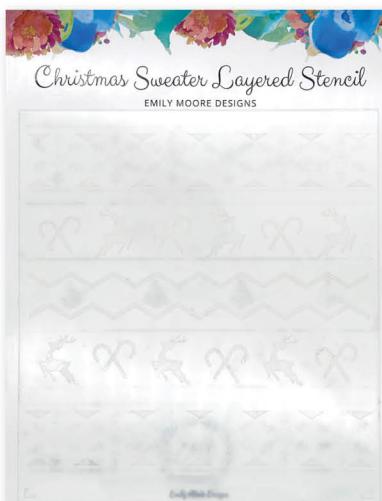


Christmas Sweater Layered Stencil

Bring festive flair to handmade holiday cards and paper crafts with this 3-piece layered stencil. This stencil has a cozy charm of a classic winter sweater, complete with candy canes, reindeer, snowflakes, and trees.

Key Features:

- Customize each layer with different colors or mediums for a dimensional, eye-catching background
- Generous stencil size for various card sizes and larger projects like scrapbook layouts
- Works beautifully with inks, pastes, and sprays



PRODUCT SPECS

SKU	STC-CSL-01
UPC	198168629529
WHLS	\$8.00
MSRP	\$15.99
Size	7.5" in. x 8" in.
Stock Status	In Stock





Field of Flowers Layered Stencil

Bring a meadow's worth of texture and color to paper crafting with the Field of Flowers Layered Stencil. This 5-layer stencil lets you build wildflower scenes with depth and nuance, making cards bloom with personality.

Key Features:

- Includes 3 unique flower styles plus coordinating leaves and centers.
- Customizable floral background – mix and match colors for any season or occasion
- Designed with seamless alignment for beautiful layering
- Adds a wildflower touch to all paper projects

PRODUCT SPECS

SKU	STC-FFS-01
UPC	199284018884
WHLS	\$9.50
MSRP	\$18.99
Size	6" in. x 6" in.
Stock Status	In Stock

on the BLOG

All about the Field of Flowers Layered Stencil:
Floral Fun!



[EXPLORE NOW](#)



A bloom of crafty ideas!



Rainbows Layered Stencil

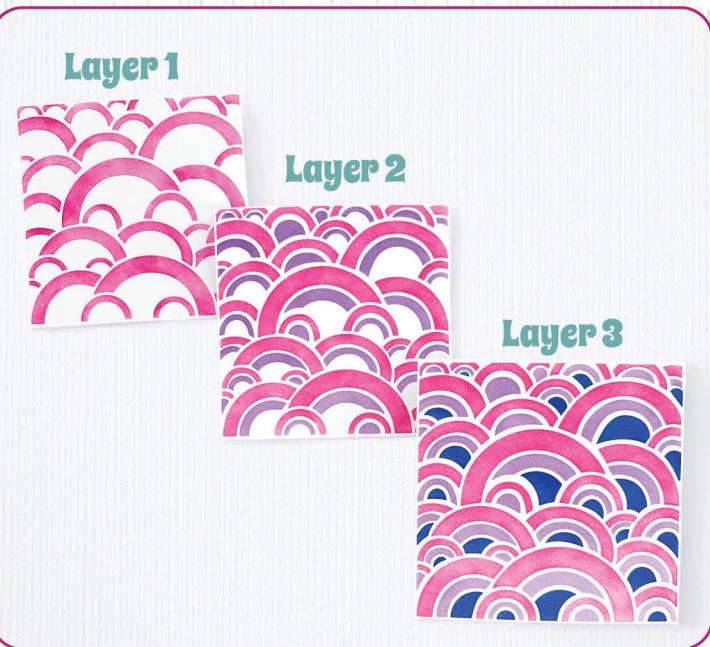
Add vibrant color and dimension with the Rainbows Layered Stencil! This 3-layer set allows the user to build custom rainbows for backgrounds and fun accents on all cards, scrapbooking pages, junk journals, and more!

Key Features:

- Comes with 3 separate stencils for layering the perfect rainbow pattern
- Designed with seamless alignment for beautiful layering
- Clean and playful results with ink blending, pastes, and more
- Great for demos and classes

PRODUCT SPECS

SKU	STC-RLS-01
UPC	199284647183
WHLS	\$8.50
MSRP	\$16.99
Size	6" in. x 6" in.
Stock Status	In Stock



Coming Soon...

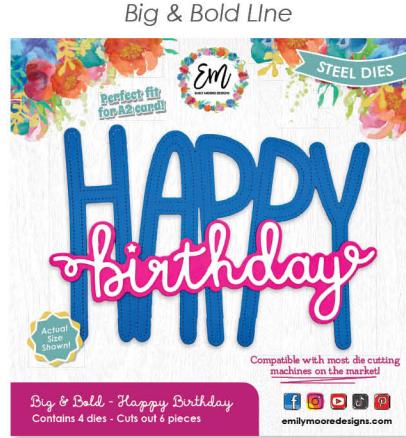
NEW
PACKAGING!

Gift Card Holder - Make a Cake!



Launch November 2025

Happy Birthday Word Dies (2 sets)



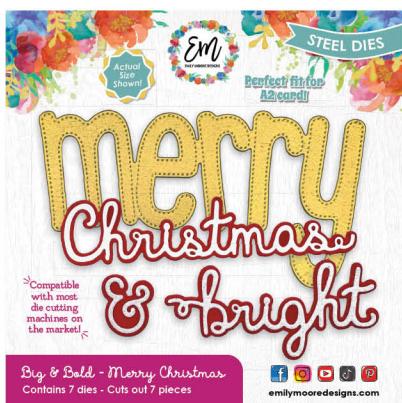
Big & Bold Line



Launch November 2025

Merry Christmas Word Dies (2 sets)

Big & Bold Line



Short & Sweet Line



Launch November 2025

Make a Moth Collection (4 sets)

Lorelai Set



Twyla Set



Betty Set



Launch January 2026



Interested in purchasing Emily Moore Design Products?

Thank you so much for your interest in carrying Emily Moore Design products! We look forward to working with you and supporting your business. Our collections are created with care, intention, and a passion for meaningful design and we can't wait to see them on your shelves or online store.

Below you'll find everything you need to know to get started with your wholesale order. We've made the process simple and seamless. If you have any questions along the way, we're here to help!

Any questions or concerns? Contact us at emily@emilymooredesigns.com

CATEGORY	DETAILS
Minimum Order Quantity (MOQ)	\$100 minimum order total (<i>No minimum per unit</i>)
Large Orders	For orders over \$2,000, please contact us directly: emily@emilymooredesigns.com
Shipping From Michigan, USA	<ul style="list-style-type: none">• USA – FREE shipping on all orders• Canada – FREE shipping on orders over \$500• Other International – Contact us for shipping options
Buyer's Groups	AIR and Crafter's Home members receive 10% off wholesale pricing (<i>discount automatically applied</i>)
How to order	Order directly on our website using your account. Once your cart meets the \$100 MOQ, the wholesale discount will apply automatically.
New Product Releases	Stay in the loop! We announce new products and release dates through our newsletter.
Collaborations	Emily is open to collaborations and loves to help promote products. Please reach out to inquire.
Contact	You can reach us at emily@emilymooredesigns.com

