

# Christmas gift shopping made easy and cost-effective!

Submitted by: Clotheshorse

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With countless gifts being returned each January and the seasonal sales starting earlier with every passing year, selecting a truly appreciated gift and ensuring it is beautifully presented is a small challenge – particularly in the current economic crisis.

Dee Momi of Clotheshorse (<http://www.clotheshorseuk.com>) offers her tips to ensure your purchases are both economically and ecologically friendly:

Select a gift they will love!

~ A common mistake is to buy something you like with no thought spared for the person it was intended for! Pay attention to where the gift-receiver shops; if you are buying jewellery or clothing for them – what style do they currently wear?; what do their interests consist of and what sort of gift would compliment that?

~ For someone who appears to have everything, buy them something they would never think to get themselves. Whether this is a gift experience, a beauty treatment or even a personalised service from a reputable company, put a little thought into something that will truly impress them!

~ If you are running low on funds, handmade gifts always go down a treat – my favourite is buying individual products (bottles of wine, condiments, etc) and presenting them beautifully in a hand tied package. Four or five pieces from your local deli plus wrapping will come to less than £50 and is a great gift for a family or friend you may be visiting over the festive period. Handmade food and products are genuinely appreciated as they appear to take more thought and effort than off the shelf gifts.

Wrapping gifts economically without compromising on presentation!

~ When you come to wrapping a gift, use less than you think you will need – so much paper is wasted because we use too much and it results in unsightly bulges! Put the gift on the paper before cutting and make sure all sides are covered, with a small overlap on the sides which need to be stuck down.

~ If using ribbon, tie this around the narrowest part and avoid crossing over underneath – less is definitely more! Using patterned paper actually deters the need for over-trimming a gift so will save you time and money.

~ Brown paper and cellophane are easy to wrap with and inexpensive – both can be combined with bright shades of ribbon and tissue paper to individualise pieces.

~ Make your own gift bags from old wallpaper remnants (discontinued rolls at hardware shops are worth looking into) and recycled papers. This works well for items such as toiletries and clothing which can be awkward to wrap.

~ Be imaginative! Visit arts and crafts or bead shops and look for alternative trimmings for your gifts  
– butterflies and crystals may not be so seasonal but they sure look pretty!

Dee Momi set up Clotheshorse last year to offer a range of bespoke personal shopping services (<http://www.clotheshorseuk.com>) to private clients after a number of years styling models for editorials and commercial shoots.

Clotheshorse offers a unique Gift Selection™ service (<http://www.clotheshorseuk.com>) which brainstorms gift ideas on behalf of clients, as well as purchasing, wrapping and delivery.

Our gift wrapping service is also available for personal and corporate clients in the comfort of their own homes or offices.

Please contact Dee Momi for more information, quotes or tips:

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