

WORLD BRIDE MAGAZINE  
**WBM**

NUPTIALS AROUND THE WORLD – LIVING, CULTURE & BEYOND

# The Art Of Gift Giving Will Mean More This Time Around

*by Myrdith Leon-McCormack*

**Y**es, gifting is definitely an art. It is more than selecting an item and giving your credit/debit card or cash unless of course, it is purely an act of duty.

This time of the year countless people will be in search of something meaningful to give to someone to say “I love you. Thank you. You’re appreciated.” So this article is to assist you in various ways expressing those words. But you must know that your purchases this year will do more than put a smile on the face of the recipient, it will help countless others—the merchant in which you have patronized, their staff, and our community as a whole. Yes, like that very scene from the famous “The Devil Wears Prada” where Miranda Priestly breaks down the impact that “blue belt trickles” down showing the long reach of the fashion industry, the same applies today. It is a real thing.

We decided we would assist you in identifying some wonderful ways you can send wonderful gifts to the people you love and admire.

Of course, you have to take into account the following:

Who is the recipient?

What are the likes, and tastes of the recipient?

The type of relationship between you and the recipient.

What is your realistic budget?

Once you can outline these points, then it's time to shop and shop wisely. Here is a list of some of our favorite businesses we would like for you to consider supporting.

We are making a conscious effort to support small businesses and we found a few that deserve your support.



Another newcomer to our fashion world is a family-owned business based in Southern Bengaluru, India with a presence in London in [Aranyani](#). Their inspiration comes from the Indian Kirana as well as the ateliers of Europe.

We are always excited about introducing our readers to new artisans that not only enhance our vision of beauty with their artistry but especially the ones that give back to their community. Their work supports their craftsmen and their families, Aranyani continues its mission of supporting and sustaining the communities it touches which has grown since the company started three years ago.