

Clean is in!

How to make your gift stand out...



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In a sea of green - 2010 was the year of the green wedding, and the gifts were no exception. Gifts were expected not only to be elegant and thoughtful, but they, too, had to be green. From bamboo bath towels and recycling sorter bins to energy-saving slow cookers and organic cotton bed linens (all sent by a carbon neutral shipping service, of course!) brides and grooms were swept away in a sea of green gifts, and the same was true of the gifts they gave to their attendants. Instead of receiving bottles of wine and jewelry, groomsmen and bridesmaids went home with up-cycled cufflinks and vegan leather purses, but while the gifts were greener, they weren't necessarily more welcome.

Thankfully, the 2011's wedding season has rolled around, and this year's gifting trend is something everyone will finally get some use out of! Say goodbye to green and hello to CLEAN! Enter the Year of Clean! After the party, when the honeymoon is over and real life begins, the joy over getting that Tiffany vase, or set of good china can tend to fade as brides and grooms go back to work and the daily to-do list changes from cake tasting and color picking to coming home from work and having to dust and mop and pick up after each other, this might be one reason for this year's hot gift trend. And just who's getting these great gifts?

This year, it's everyone! As weddings evolve and become more involved, more people are on the receiving end of gifts. The gift Brides and grooms are gifting clean to their attendants and guests are, of course, giving to the newly married couple. New brides are sending gifts to their mothers-in-law and grooms to their bride's parents. The gift of clean is one that's welcomed by everyone and really shows that you care about the person you're giving it to. The gift of clean says "I appreciate the time and effort you put into me and now I'm going to treat you back." So when you're looking for that unique gift, think *clean*. Making the first year of a couple's married lives a clean year makes an impact that isn't soon forgotten, and a few monthly cleanings as a thank you for hard working wedding attendants is a gift they'll be excited to receive, and won't shove in the back of a forgotten drawer!

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