TREND TALK

Gift Ideas

Let's talk gifts! Not just the ones trending on TikTok, but the kind that spark connection and joy.

This year, we're seeing a shift away from quantity and toward intention. People are tired of clutter and craving gifts that feel personal, useful, or memorable. The trend? Thoughtful over flashy. Experience over excess. Cozy over complicated.

Here are 5 gift trends showing up in a big way for 2025.

The Cozy Comfort Kit

Think weighted blankets, soft robes, fancy tea, slippers, candlelight, and chill playlists. In a post-burnout world, comfort is the new luxury.

These gifts say, *"You deserve rest."*

Try these combos:

- Herbal bedtime tea + journal + eye mask
- Heated neck wrap + cozy socks + Movie gift card

Wellness

Wellness isn't just supplements anymore, it's beautiful, functional tools that feel indulgent and grounding.

What it says: *"I care about how you feel–not just what you do."*

Trending items:

- Acupressure mats
- Mini red light therapy masks
- Breathwork classes or gratitude journals
- Aromatherapy diffusers

Sustainable & Small-Batch

Conscious consumerism is not a trend; shoppers want meaning behind the purchase.

What it says: *"Your gift supports something bigger."*

Try:

- Upcycled jewelry or accessories
- Refillable candles or skincare
- Handmade ceramics
- Gifts from BIPOC-, LGBTQ-, or women-owned businesses

Experiences Over Stuff

Plan an experience you can do together!

Wrap it creatively! Write the experience inside a card or pair it with a small symbolic item (e.g. a whisk with a baking class).

Trending experiences:

- Pottery or cooking classes
- Local spa or float tank gift cards
- Subscription to MasterClass or a meditation app
- Movie night kits for at-home joy

Sentimental & Handmade

In a world of fast shipping, something made slowly stands out.

What it says: *"This came from my heart."*

Ideas:

- A photo book of shared memories
- A playlist that says what words can't
- A framed letter or quote that speaks to your bond
- Personalize something by embroidering a hat or sweatshirt.
- A list of book recommendations

The best gifts don't scream "expensive", they whisper intentional. Whether you're shopping or DIY-ing, the real trend is tuning in. Still feeling stuck? Ask yourself the following questions to find the perfect gift.

- What would make this person feel seen?
- What might support their goals or soothe their stress?
- What could make their day just a little softer, easier, or brighter?