

BOX-IE

GIFTBOXES FOR MODERN GIFTING

Wrap up the year with Christmas cheer from BOX-IE



PRESS RELEASE

Melbourne, Vic 10 November 2021. Don't get your tinsel in a tangle this Christmas trying to find the perfect gift. BOX-IE has your Christmas covered with gift boxes for a Modern Christmas!

At BOX-IE, we believe that while phone calls, blooms and booze are certainly in order for special occasions, it is thoughtfully selected gifts that ultimately connect people, transform relationships and create memorable moments – and of course makes you look good!

As Australia's newest gifting studio, BOX-IE is reinvigorating hampers for the 21st century. Specialising in sourcing the perfect, 'where-did-you-find-this gifts', a team of Melbourne tastemakers have carefully sourced and masterfully assembled a curated collection of quality products, little luxuries, and tasteful gifts— each selected and styled to genuinely delight and surprise.

From sips and snacks to beauty, homewares and wellness, BOX-IE takes pride in sourcing products that push the boundaries of design, are made locally to support small business and jobs, and unlike many other hamper providers, are unique and think outside the BOX[IE]!

Along with BOX-IE's current range, an additional 17 Christmas themed hampers have been curated to send Christmas cheer to your employees, families, friends, and anyone in between. From family friendly, & picnic perfect, to everything to eat drink and be merry, BOX-IE has every need and budget considered to celebrate the most magical time of year including:

- ★ “Santa’s Workshop Giftbox” Christmas is a time for counting blessings, not calories, so we filled this neat little BOX-IE with sweet treats for the whole family
- ★ “Nibbles and Giggles Giftbox” ‘Twas the lead up to Christmas, and all through the party, this BOX-IE made everyone’s laughter heartier.
- ★ “Very Merry Giftbox” Alexa, play Mariah Carey’s Christmas album because all we want for Christmas is this merrymaking edit of yuletide cheer.

And if those 17 BOX-IE’s are not quite what you’re after, then feel free to call for BOX-IE back up for large-scale professional gifting and customised corporate opportunities, which can include your company’s own branding, colours, or campaign.

So this year, to avoid any resting Grinch faces or ‘oh deers’, speak to the team at BOX-IE to help make your Christmas gifting bright and most of all easy!

~ ENDS ~

For further information please contact Sally Crinis at BOX-IE sally@stellaco.com.au

BOX-IE images available [here](#).

ABOUT BOX-IE

Created with the rebellious spirit to do gifts differently, BOX-IE is founded by Sally Crinis — entrepreneur, future-thinker, and the friend everyone wants because she gives the best gifts. Sal is also one of Melbourne’s premier event directors and respected businesswomen with BOX-IE her latest and most passionate career venture yet. At the helm of her project management agency, Stella & Co, Crinis pivoted her business at the peak of the Covid-19 pandemic to create ISODATE — which sought to reboot workplace cultures during the work-from-home era with interactive food and beverage hampers and digital events. ISODATE simultaneously sent between 10 and 1000+ hampers to staff working from home to connect over conferences, board meetings, award nights and team bonding as well as care packages or customer engagement. These customised hampers for businesses to connect with staff and clients and for friends and family to celebrate one another has since grown into a permanent arm of the Stella & Co business, now known as BOX-IE.

Passionate about bringing a sense of exclusivity and a personal touch to every project, Crinis is excited to draw on the same energy and enthusiasm that helps her to produce memorable large-scale events, to create modern gift boxes no one will forget.

So, whether you want to ring in a milestone, send a hug or a round of applause BOX-IE’S team are ready to collaborate with you to design timeless gift boxes for modern gifting.

For more information visit www.box-ie.com.au or head to Instagram [@weareboxie](https://www.instagram.com/weareboxie)



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