

COMMERCE

Anya Hindmarch simplifies gifting with bespoke keepsakes

February 2, 2016



Anya Hindmarch's Wow Boxes

By STAFF REPORTS

British accessories brand Anya Hindmarch is thinking outside the box with a curation of customizable keepsakes.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Anya Hindmarch's WOW Boxes program lets consumers have a say in every aspect of the gift, from its color or engraving to the goodies placed inside and more. Often including cheeky graphics or text on its products, allowing bespoke options will attract consumers to the Anya Hindmarch brand.

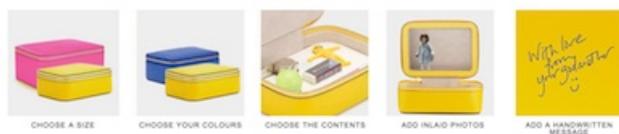
Peek inside

With Valentine's Day two weeks away, consumers looking for a thoughtful and personalized gift may turn to Anya Hindmarch for their gifting needs.

The WOW Box is fully customizable with consumers choosing either an extra large or medium leather keepsake box. Available in a range of colors, the WOW Box contents are made to fit inside the keepsake box, creating a cohesive gift.

Next, the consumer selects from a range of contents to be placed within the WOW Box. Options include wedding-themed goodies, a "naughty box," a children's version and a golf box, among others.

To further customize the WOW Box, consumers can emboss the leather with a drawing or a message in their own handwriting.



The WOW Boxes



Anya Hindmarch Wow Boxes

The boxes are not available for purchase online, but Anya Hindmarch does offer consumers a list of its boutiques for further inquiries. Anya Hindmarch included its standalone stores in London, New York and Tokyo as well as retail partners Harrods and Bergdorf Goodman.

Although Anya Hindmarch's products are whimsical and often humorous, the brand stresses that its craftsmanship is on par with others in the leather goods sector.

To highlight this, Anya Hindmarch selected one of its most stand out pieces, the Crisp Packet clutch, to demonstrate its dedication to craftsmanship even though its designs are not of a traditional design aesthetic seen in luxury goods. Craftsmanship videos and accompanying copy reinforce a brand's promise of quality and care, often touchpoints that validate a price point for consumers ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.