

# Embracing the Art of Giving with The Gifting Closet!

By Val Roskens Tews

Embracing the art of giving with positive, sustainable, and socially responsible ways to give to yourself and others...presenting The Gifting Closet!

"The Gifting Closet is a hub to shop for gifts for yourself and others that are impactful, supporting smaller, female-founded and eco-sustainable businesses," shared Laura Bucholtz, founder and lead giver. "This means it can also be a 'GIFT' to Mother Nature, well-being, and doing better!"

Laura started The Gifting Closet in 2019 inspired by the lessons her mother instilled early in her life – principles reinforced by one of her favorite books, *The Go Giver*.

"The Gifting Closet was created to honor the legacy of my mother who always inspired me with her passion to live life to the fullest, recognizing that each day is a GIFT."

Laura's mother taught her "to find and appreciate the hidden gifts in life – to treasure and unwrap the potential within the art of giving."

In The Gifting Closet you can find several types of gifts and price ranges, such as heart-themed delicate jewelry, clean crafted wine/bubbly gift sets in sustainable gift boxes, and practical botanical cleaning ritual gift sets.

Within The Gifting Closet, Laura also offers PerfectlySalty, a boutique for pre-order, custom décor themed, sustainable gifting and party take-away favors with pink Himalayan salt items from bath-shower scrubs to "Get Your Grill On."

Laura can also do pre-order custom projects, which could include beautiful salt-themed items with custom messaging or tagging for special events, corporate clients, luxury weddings, and more. On the website is the story featured in San Diego wedding magazine pre-COVID. Unfortunately all events were cancelled due to COVID.

For Laura, the best part of her business is giving! "Knowing that a full circle cycle is happening that a gift is not just for the receiver but the giver as well."

"It's not just the giving. It's also the receiving."

Laura is proud of The Gifting Closet being female-founded and supporting other female-founded businesses that focus on well-being and being sustainable. She is looking to add to The Gifting Closet other like-minded companies with e-commerce that are about sustainability and doing better in the world. Contact her with questions or ideas.

One of her favorite quotes relates to feelings – an important part of the mission of The Gifting Closet: "People will forget what you said, people will forget what you did, but people will never forget how you made them feel." (Maya Angelou)

Check out gift ideas on the website and talk to Laura about adding your business to The Gifting Closet.

## CONTACT INFORMATION:

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Val Roskens Tews is a content writer and "ghost-repurposer" helping small businesses, coaches, and nonprofits write content for blogs, articles, social media (specifically LinkedIn), newsletters, and/or emails and then repurpose that content so that connections can be made with new people and increase visibility. She believes, "Every story can be a success story!" She can be reached at [val@butterflycopywriting.com](mailto:val@butterflycopywriting.com) or [www.butterflycopywriting.com](http://www.butterflycopywriting.com).