

A Guide to Re-Gifting

Re-Gift: (verb) To give an unwanted gift to someone else; to give as a gift something one previously received as a gift.

Webster's New Millennium™ Dictionary of English, Preview Edition

Re-gifting has surfaced as a popular custom, ever since Jerry Seinfeld coined the term over a decade ago. For Filipinos, it is nothing short of a "normal thing to do," as we have all had our fair share of gifts during the holidays which we just know we're not going to use.

It's important to remember that while re-gifting, there are certain rules to be observed, especially when the goal is to achieve maximum effect by making the receiver happy. Read on to learn more about the art of re-gifting!



Rules to Re-Gifting

Re-gifting is a wonderful way to save money and when done tactfully and with thought, we can accomplish the goal of why we are giving a gift to someone in the first place - because we want them to have something they will enjoy.

① Be quiet about it – Don't tell!

People like to believe that gifts they receive are chosen with thought and consideration. If you tell someone you are giving them the blouse that your Auntie Nena gave you last year, what you are really saying is that you are giving him or her something you think is ugly or un-useful. The only time you would want to mention giving your gift to someone else is if it isn't presented as a 'gift' but rather as a give-away.

② Don't forget where it came from.

How embarrassing is it to re-gift an item to the very same person who gave it to you? Absolutely horrendous! To avoid not being able to go out for weeks in shame, remember to tag gifts which you think are reusable for next year, so you can at least avoid giving it to the same person who gave it to you.

③ Don't give hand-me-downs.

A hand-me-down is an item you've already used that you'd like to pass along to someone - for example, a sweater you've removed the tags from and worn twice. A re-gift should be just this: a gift you've never used that you're giving away as though it were a . . . real gift!

④ Update the Wrapping:

Everyone can tell when something has hung around in a gift box for a year. Cardboard gets soft and seems to absorb the odors of wherever it was stored, and old gift-wrap can be spotted just by the feel of it. When re-gifting, do not use recycled gift bags, paper or tissue. Throw it all out and buy a new wrapper, or take a little extra time to make the wrapping look fresh and attractive.



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DOs and DON'Ts

Pass on important heirlooms. Heirlooms are timeless, and re-gifting them can only show how important the giftee is to you.

Have the courtesy of cleaning your re-gifts. If it has been staying on the shelf, or even if it was packed away during the year, take the time to check for dust and molds, just to make sure it looks brand new.

Give away champagne. Old unopened bottles of champagne are still as expensive as the day they were bought – and in some cases even more so.

Give something to someone who will appreciate the item. Taking the time to study the personality of the person you're giving a present to will ensure that you give something which will be of use or value to them.

Never re-gift something broken, used, has a part missing or doesn't work.

Never re-gift just to save money. The motive should always be to give a gift that will be enjoyed. Saving money in the end is just a bonus of re-gifting. Never re-gift something personal.

Never re-gift an item that is out of style. Unless your giftee is an avid collector, avoid articles of clothing, music and electronic gear of decades past.

Avoid perishables. If it's a package of baked goods from last year, it will most likely be expired by the time you give it away.

Avoid dead giveaways. Anything monogrammed in your initials; corporate products that are not from your own company; etc.



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