



Media Kit

Vixi Gifting



vixigifting.com
See It | Love It | Gift It

Overview

A gift isn't just an item, it's a story - and we want to help you write the best one possible. One gift box, limitless connections. Allow us to gift the good vibes, while you sit back and absorb that feel good factor. We're taking the weight off your shoulders and securing the ribbon on your relationships. We're a full service gifting agency, and whether you're looking for expertly pre-curated gifts, or next level custom gifting - we've got the whole package. *We're effortless, we're all yours, we're Vixi.*

Good-To-Go Gifts:

On our newly launched website, we sell pre-made gift boxes that are curated for different events and occasions. Our gifts are finished with a bow and come with a handwritten card to ensure it has that personal touch. We can even deliver your gift directly to its recipient.

Custom Client Gifting:

We also provide full service custom gifting. Whether it's personalised welcome gifts, client gifts, or you want to make a statement for a corporate event - Vixi Gifting is ready to make your occasion pop. We work with businesses, event planners, and wedding planners to create elevated gifts; sourcing unique products and incorporating your branding or event aesthetic. We manage all aspects of gift design, assembly and delivery.

Date Launched:

February 2020

Location:

Tipperary

Team size:

3 founders

Press Contact:

press@vixigifting.com

Website:

www.vixigifting.com

Social Media:





— About

Vixi Gifting was established in 2019 by Melodie, Fenella and Nicky Fox. Creativity and entrepreneurship has always been a passion of ours, so after several sleepless nights and many many cups of tea, Vixi was born. Our aim is to take the hassle out of gifting and make the process as effortless as possible. Our service ensures our customers and clients can be spared the stress, organisation and last minute panic that is often associated with finding a unique gift, while still ensuring that their recipient receives something thoughtful, high quality and beautifully presented.

Key Features:

- Pre-made *Good-To-Go* range of gift boxes / bags on our website including hen party gifts, engagement gifts and baby gifts.
- Handwritten card included with every *Good-To-Go* gift.
- Gifts can be delivered directly to the recipient.
- Carefully selected, high quality products.
- Full service custom gift design, assembly and delivery.
- Ability to incorporate branding into custom gifts.

— Target Market

We know that gifting can be time-consuming, therefore, we want to take the hassle out of it for people and businesses who still want that personal, thoughtful gift, but don't always have the time.

Our website is the perfect place for our busy customers to find a gift. The majority of our B2C customers are people aged 20 – 50, as this age range have many major milestones and events going on in their lives.



50%
Business-To-Consumer

50%
Business-To-Business

— Founders



Melodie Fox

Creative Director

✉ melodie@vixigifting.com

The creative mind in the business, Melodie has pieced together every idea we've had for Vixi Gifting. Having previously worked in a fast-paced design studio in the heart of Cork City, and receiving a BA(Hons) Degree in Visual Communication from the National College of Art & Design; Melodie is the embodiment of tight deadlines and all things graphic design. Her creativity, love of typography and attention to detail brings the visual side of our gift boxes to life; and her determination and go-getter attitude keeps the whole team on their toes.



Fenella Fox

Head of Marketing

✉ fenella@vixigifting.com

Her lifelong love of words and sassy slogans makes Fenella the voice of Vixi Gifting. Always having something to say - probably due to her poetry, blogging and digital marketing background - she's the social queen of the team. When she's not keeping you all in the loop via our social platforms, you will usually find her writing, scrolling through memes or keeping up with her Snapchat Streaks. When it comes to all things digital, passion is always at the heart of what this lady does.



Nicky Fox

Head of Operations

✉ nicky@vixigifting.com

Entrepreneurship has always been a core part of Nicky's life. After running her own salon for over thirty years, she decided it was time to put her creativity, customer service expertise and hard work into a new venture - Gifting! Having met so many different characters over the years, Nicky is passionate about that feel good factor and customer service. Always ready with a smile and the best advice, she's our 24/7 go-to gal.



— Media Assets

Logos >>>

Click on the link above to access Vixi Gifting logos.

Product Images >>>

Click on the link above to access imagery.