



## ‘A REVIEW ON RECENT TREND IN SUSTAINABLE GIFT WRAPING’

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**ABSTRACT:** Gift wrapping is a way of enclosing a gift in a decorative or ornamental piece of material. It helps in creating more value than its original which can attract attention and graft itself into people's memories. It also generates a positive exhilaration and excitement in the mind of the recipient, who feels valued, since there is a thought behind the wrapping. There are several diverse ways to make wrapping more enticing but according to recent scenarios, the concept of the green gifting trend is spreading at a very fast pace in which certain papers and fabrics can be used many times. Many people are following this trend of wrapping gifts with a newspaper, old maps, magazine pages, and use of embellished fabrics. This review paper reveals the data and findings accumulated from pertinent research papers and articles that are accessible in selected directories covering copious approaches related to gift wrapping and also reviews the current trends. After analyzing all the data and findings, the study concluded that gift wrapping plays a pivotal role in the gift exchange process as it creates emblematic meaning and communication in a defined consumptive relationship. Furthermore, fabric gift wrapping is the most preferred among people and this practice is catching the trend more quickly than any other material available in the market due to adversity in climate change.

**Key Words:** gift wrapping, sustainable, current trends, fabric wrapping, green gifting trend.

## **INTRODUCTION**

The tradition of giving gifts with appealing wrapping is a very archaic way of expressing emotions and creating a closer relationship with people. Through the carefully chosen gift and the gestures that accompany it, the gift-giver communicates sentiments that words alone often struggle to convey (Camerer, 1988). It has been a unique part of all nations and is discernible on almost every occasion like Diwali, anniversary, birthday, religious ceremonies, and so forth. Generally, people like to give gifts to express affection and it has always been a significant approach to showing appreciation toward a particular person. So, these current scenarios give rise to a vast amount of wrapping waste, especially paper gift wraps that dominates the gifting industry with ostentatious prints and dazzling cellophane which are creating an enormous impact on the environment. Furthermore, almost all gift wraps are not recyclable due to their extremely thin quality with laminated coating on them thus they are immensely slow to decompose and eventually end up in landfills and causing huge detriment to the planet's health. To overcome such a situation, there is an increasing demand for green wrapping materials in the gifting industry which helps in saving resources and keeping them away from going into landfills.

The first and foremost eco-friendly alternative way to paper wrapping is the Japanese traditional cloth wrapping called 'Furoshiki'. This kind of wrapping not only serves as a stylish presentation but also a carrier. They come in a varied range of fabrics and sizes depending upon the nature of the gift. Secondly, Tea towels, Scarves, and napkins also provide wrapping options for small items, for instance, a tea towel or napkin can be used to wrap a wine bottle in an alluring manner. In addition to it, waste paper like classical music sheets, old maps, and vintage newspapers are all considered eccentric organic gift wraps and ideal for wrapping assorted sizes.

All these variegated approaches are discussed in detail in this review paper.

## **OBJECTIVES OF THE STUDY**

1. To explore various techniques and innovation in gift wrapping process.
2. To check the most preferred wrapping paper among people.
3. To understand the following sustainable way of gift wrapping.
4. To analyze the psychology behind gift wrapping.

## **RESEARCH QUESTIONS**

1. How to wrap gifts with a policy of zero wastage?
2. Which wrapping style catches the recent trend?
3. What kind of toxic elements are present in wrapping paper?
4. Why people are following sustainable gift wrapping?
5. What sort of design did various author use for Reusable fabric gift wrapping?
6. What are the significances of wrapping gifts?

## **RESEARCH DESIGN AND METHODOLOGY**

This research paper is prepared by using details from the cluster of reviews, research articles and magazine articles available on diverse directories such as Google Scholar, Research gate, Microsoft Academia, and so forth. The directory search was based on the keywords related to sustainable gift wrapping and the types of papers included mainly published articles in profuse journals, conference events, and research theses. A total of 20 articles were gathered and meticulously inspected for their abstract and research outcomes.

### **1. Paper gift wrapping during the festive season**

#### Creative gift-wrapping ideas

**Lund (1948)** this research article is centered on creative ideas for holiday gift wrapping to make it more attractive and extra special plus it will make the wrapping paper different than the usual store paper. Screen Printing, Block Printing, Finger painting, use of crepe paper, old cards, and trimmings are some of the techniques that the author talked about in the whole article.

**Patricia (1950)** explained creative wrapping ideas to make gifts special without spending a lot of money on elaborate material on every Christmas occasion. Firstly, for creating a two-tone effect on a gift, the author described the overlapping method by using contrasting colored sheets and colored scotch tape. Secondly, the decoration of gifts can be done with the help of red mesh fabric, cellophane straws, pompoms, Glitters, berries, ribbons, and so forth which will make it more alluring and exceptional. Thirdly, the author also explained diverse methods for hiding the identity of odd-shaped presents.

#### Nature and the Role of Gift Wrapping Stall

**Porublev et al., (2008)** gift wrapping causes a constant constraint during the holiday season and for that many shopping mall centers have gift wrap stalls to assist their customers with the wrapping. In this research paper, the author inspects the objectives and the role of gift wrap stalls in the time of Christmas shopping and thematic findings exploring the mood surrounding the gift wrap stall, the types of gifts wrapped, the level of decision-making involved, the role of the staff and issues relating to trust, the waiting times for gift wrapping, the giver's gift wrap skills, and enquires into the gift wrap service. The study was done with the help of the direct observation method and it was divided into two sections, the first part focused on the nature of the stall, and another one is centered on the conceptual framework that arouses the audience to get service from the particular stall. Finally, this research also makes an important contribution to the field of consumer culture theory and allows us to better understand gift wrapping and its role in gift exchange.

### **2. Environmental Impact of Wrapping paper**

#### Toxic elements in Gift wrapping material

**Omang (1948)** this article was published on the Washington Post website with the title 'gift wrap term toxic'. The main motto was to spread awareness about the toxic elements mainly lead and chromium that is present in paper gift-wrapping material, these metal can be released into the air by burning, and disposal by burial method in a sanitary landfill may not be a good idea as these metals leached easily and rapidly. While the joyous spirit of the

holidays is a cherished part of our lives, it's essential to acknowledge that the way we currently celebrate the holiday season takes a toll on the environment (Good, 2022). The following study was done by Dr. Sidney A. Katz, he collected and tested diverse samples related to the gift wrapping material and also noted that there are no regulations on the use or disclosure of toxic metal content in paper pigments.

#### Problems and solutions of wrapping material

**Walker (2012)** focused on the problems in the recycling process of wrapping paper as most of the wrapping papers are generally laminated or dyed which contains non-paper additives elements like plastics, glitter, and silver-gold coloring which cannot be recycled. Hence, incineration and landfills are the only options left for those articles. Furthermore, the paper is generally enclosed with adhesive tape, which is again not recyclable and if the tape is left on the wrap and sent for recycling this can create a toxic time bomb for the recycling plant. Finally, the author shared some creative tips for recycling gift wraps such as, shredded wrapping paper can be used in packaging or shipping to prevent breakage of materials; decorative box labels can be made using wrapping papers; standard white photo frame mats can be covered using the wraps; wrap papers can be used as book covers and for making greeting cards.

#### Wrapping Paper waste issues

**Scott (2020)** elucidates four topics in this article, first of all, is the origin of gift wrapping, China was the first one who started the tradition of wrapping monetary gifts in a form of an envelope called chihpao after that in the 20th century, the founder of Hallmark card came up with the innovation of solid tissue wrapping paper which created enthusiasm among people but unexpectedly, every year there is an enormous increase in the demand of wrapping paper which is causing a huge damage to the environment as most wrapping paper are not recycled especially glitter-encrusted, laminated, and dyed wrapping paper and much of it ends up in landfills. Lastly, the author also gave the idea of Green Gifting which aims to lower its negative environmental impact.

- **The new patent design for wrapping gifts**

**Fonas (1988)** talked about the new design of gift wrapping which includes a box having elongated notches on the top. Each slot is cut out from the top with a portion of the top partially removed, the cutout portion being hinged on the uncut portion and forming a tongue to hold flaps inserted in the notches. The construction includes a majority of decorative ribbons, each having a plastic plate at each end and also a bow having on its underside a plate from whose corners flaps elongate at roughly at a right angle to the plane of the plate. The flaps of the bow overlay the flaps of the ribbons. Lastly, the study also shows detailed drawings of the patent design gift wrap for a better understanding.

- **Innovations in paper Gift wrapping**

#### Robotic Gift Wrapping

**Stolt et al., (2016)** Gift wrapping is quite a challenge and the most tedious task during the Christmas holiday so in this, the author introduced a robotic implementation for gift wrapping which can tear and fold wrapping paper in unexpected ways. The robot ABB YUMI was programmed using a standard position-based approach and

designed with the help of dual-arm and grippers. In the course of packaging, the gift item was packed in a cardboard box of standardized measurements, a sheet of paper was also manually placed in a fixture in front of the robot and then the box was put on top of the paper. The robot would then fold and tape the paper around the present and finish by attaching a gift bow. Through that phase, the author observed several challenges, Firstly, the average speed of the robot is comparatively lower as compared to a human being and is about two minutes and forty seconds. Secondly, this robot implementation can handle only one size of the package. Lastly, the robot was facing difficulty in wrapping and could not tighten the paper around the package due to the absence of an external sensor program.

#### Construction of Semi Auto Gift Wrapping Machine to boost productivity and avoid waste of time

**Liang (2017)** constructed Semi Auto Gift Wrapping Machine for those people who face real difficulty in wrapping gifts and allow them to get instantly wrapped gifts without breaking a sweat and also to avoid wastage of time. Similarly, the concept of automated folding, as demonstrated through the application of a PR2 robot in the folding of towels, and centered around the identification of grasp points and subsequent folding maneuvers, highlights the fusion of advanced sensing, dexterous manipulation, and intelligent decision-making (Maitin-Shepard et al., 2010). Further, the researcher also surveyed that an average person takes 4 minutes to 7 minutes to wrap a particular gift therefore they designed a machine that takes less than a minute to wrap a present. In this way, it will help in boosting productivity along with income for the industries. The machine consists of four stations, the first one is paper feeding, the second station is related to the cutting station in which paper is being cut into A1 size, then the most vital station comes up which is the wrapping station in which the box is constantly being pushed and rubbed against the walls of the machine and it is carefully calculated and designed according to the size of the box (L x W x H) specifically 200mm by 150mm by 110mm for wrapping. Finally, multiple taping stations are placed on all sides to handle diverse folding methods. However, the researcher also provided some extra modifications for the future that this machine will be to use different materials instead of wrapping paper to make it more sustainable.

### **3. The Invention of a reusable fabric gift wrap**

#### Designing of Reusable fabric gift wrapping to break the cycle of the conventional method of wrapping a gift

**Selga (1991)** investigated that the conventional method of gift wrapping is designed for the single-use and creates an immense of waste which is ultimately disposed of and sometimes burned. As a consequence of these two factors, it is causing huge damage to the environment. Further, the author also scrutinizes that people want attractive gift wrapping to produce aesthetically pleasing gift-wrapped packages. Most importantly, the masses also desire to have easy and flexible gift-wrapping options so that anyone can wrap it very neatly within a minute. So, after seeing that scenario, the author decided to come up with reusable fabric gift wrapping as a replacement for conventional disposable gift wrapping. The design for the fabric wrap comprised of a flexible area of folding fabric having releasable Velcro fasteners secured to its edges. The Velcro fasteners are engage able when the fabric is folded to cover a carton placed within the area of foldable fabric. A fabric bow and a fabric card holder may also be removable attached to the area of foldable fabric by

the means of Velcro fasteners. Lastly, the study also shows detailed drawings of reusable fabric gift wraps for a better understanding.

#### Designing of fabric gift wrapping with an aim of time-saving and aesthetic presentation

**Beach (2003)** study was focused on fabric gift wrapping. This study chiefly focused on the design of fabric gift wrapping which was entirely hinged on the time-saving and space needed for wrapping a gift plus yielding a thin, sheeny, and aesthetic presentation. This fabric gift wrap was an improved version of the previous inventions with no fasteners on it. However, it was made up of stretchable fabric and sewn to fit a distinct size package. Further, it was comprised of two sleeves, the vertex surface was flat and the basal had an opening to insert a box. There is an underlay to hide the box thoroughly. A ribbon trim is sewn on the outer sleeve and then wrapped around the box wholly hiding the opening and tied into a bow. Lastly, the study also shows detailed drawings of reusable fabric gift wraps for a better understanding.

#### 4. Environmental friendly and Recyclable gift wrapping solutions and ideas

The environmental education toolkit is organized for people to learn about environmental issues and also foster sustainable behavioral changes that make a difference.

**Environmental Education Toolkit for Congregations (2011)** This article has covered a wide range of topics on environmental activities namely reducing waste, recycling, energy conservation, climate change, protecting water resources, and so forth. However, in the recycling section, the article emphasizes how to change purchasing habits to reduce waste by focusing on the motto “make your gift bag” to encourage sustainability among the people and can be created by using fabric waste material. Moreover, this article also completes the prodigious ideas on sustainable gift wrapping. The idea of using newsprints, brown craft paper, boxes, and grocery bags were an interesting alternative suggestion to traditional gift wrapping.

#### Furoshiki: Propagation of a traditional and environmentally friendly gift-wrapping technique from Japan

“The prototype of the furoshiki, the most common cloth used in Japan for gift wrapping, is the Hokei-fuhaku or square fabric like that found in the shosoin treasure house. Back to the Nara period, the Hokei-fuhaku is said to have been used for wrapping items such as the stoles of a Buddhist priest and the costumes of minstrels. At the time, wrapping clothes were known as Tsutsumi(wrapping) or hiratsutsumi (flat wrapping)”(Morita 2015).

**Sasanti et al., (2019)** explored the material used for packaging goods such as plastic bags, food wrappers, and plastic containers are quite dangerous to health as it causes to trigger cancer and damage the human body’s tissues. Moreover, plastics are commonly difficult to be degraded by microorganisms. To overcome this problem the researcher promotes and propagates an environmentally friendly program based on adopting a tradition from Japan called furoshiki. Furoshiki is an eco-friendly technique for wrapping goods with a piece of cloth and this technique is not only followed in Japan but also practiced in some traditional markets in Indonesia. The methodology used by the research was hinged on a qualitative descriptive method with the use of a case study approach.

### Reusable and Eco-friendly gift wrapping ideas

**Because Health (2021)** this article was published during the Christmas holidays and in that period a vast amount of wrapping paper is used every year for presents. Almost all the gift wraps that are available in the market are non-biodegradable due to their extremely thin quality with laminated coating. On account of such a situation, this article predominantly focused on the superlative wrapping options that could be recycled or reused year to year. The first option was Canvas Tote Bags and these are considered to be the most sustainable item as they are made from natural fibers plus they can be used multiple times. Secondly, Furoshiki reusable gift wrapping cloth has recently started gaining popularity outside of Japan in the past few years and is contemplated to be an extremely versatile, and environmentally friendly gift wrap. Lastly, Organic Cotton Reusable Gift Wrap and Hallmark Recyclable Kraft Wrapping paper are some of the eminent alternatives to traditional gift wrapping.

### How to wrap a gift under the term of zero waste policy

**Santamariña (2021)** this article presents how to wrap a gift under the term of zero waste policy and numerous sustainable ideas like recycling and upcycling options that can be taken into consideration while wrapping gifts. The first and foremost point that can be considered is the type of material to wrap presents, for example, preference for recyclable paper over microplastic one, use of washi or masking tape, or wrapping presents using a method that doesn't require tape. Use natural hemp twine instead of plastic ribbon and decorate with reusable or naturally occurring items like flowers or fresh herbs, Secondly, consideration of the method that requires less paper wastage by doing a little bit of mental math or using leftover materials such as cardboard roll to wrap presents. Thirdly, the adoption of the ancient Japanese technique of wrapping gifts.

### Diverse approaches to have Planet Friendly Holiday Season

**Delpont (2022)** analyzed that during the holiday season, which starts from the last week of December till the New Year, most people are indubitably delighted and share their joyous ways by following the tradition of exchanging gifts with friends and family. The act of gift-giving transcends mere material exchange; it embodies a profound ritual laden with emotional significance (Belk, 2005). Deplorably, the glee of these holiday events causes immense damage to the environment and even is more harmful to health. For instance, Glitters that are used in many wrapping papers, home decor, and sometimes in makeup contain strong micro pollutants namely aluminum, titanium dioxide, and iron oxide creating a huge negative impact on surroundings as well as on health. Similarly, during the holiday season, the major tradition that causes vast harm to the environment is the exchange of gifts which eventually increases the use of wrapping paper and plastic bags by 25% every year. Additionally, this article also provides more sustainable solutions with diverse alterations related to generic store gifts and wrapping paper. The first and foremost planet-friendly and heartfelt alternatives to store-bought gifts are the gifts of an experience and services like the preparation of a meal or a nice date plan. Gifting a handmade gift or a digital gift can also be considered an excellent ecological solution for the environment. Further, the paramount idea for reducing wrapping papers and decorating material during the holiday season is to adopt recycling methods. for instance, wrapping gifts in a reusable

container or a piece of fabric and using classic brown paper sheets can assist in reducing the hefty amount of wrapping sheets that go into landfills every year.

## 5. **Psychology while Gift wrapping**

Gift wrapping plays a pivotal role in the communication process

**Porublev et al., (2009)** examined the individual and social expectations regarding the decision to wrap a gift and what a gift should look like. The data was collected with the help of qualitative approaches namely, observation, interview, and projective workshops. The targeted age group for the study was in between 25-35 years as this age group can spend more money on gifts- giving than any other group and also they get many opportunities for gift exchange occasions like Diwali, Christmas, Weddings, and so forth. Further, the researcher also collected reviews of literature based on three topics. The first topic was centered on a gift that should be wrapped as it elevates certain excitement in the recipient's mind regarding the product. The next topic was pointed out on the diverse ways of wrapping a gift and finally, the third topic was based on the unwrapped gift. After the collection of data, the author finally analyzed that the majority of participants preferred to receive a gift that was wrapped and that there was an expectation of what a gift looked like. The connection between gift wrapping and the emotional experience of both giving and receiving gifts offers a fascinating glimpse into the power of tradition and societal expectations and diverse participants expressed that gifts are supposed to be wrapped (Howard, 1992). Lastly, the author concluded that gift wrapping plays a pivotal role in the gift exchange process as it creates emblematic meaning and communication in a defined consumptive relationship.

The effect of gift wrapping neatness or sloppiness on the recipient

**Rixon (2020)** explored the effect of gift wrapping neatness or sloppiness on recipients' expectations and mindset toward the gift inside. (Ruth et al., 1999) reported that when individuals anticipate receiving gifts from someone known for offering superb presents, they often employ a strategy of emotional self-preservation by consciously moderating their expectations. The author conducted three experiments based on the psychology of gift wrapping and from that he evaluated that expectations were significantly higher for neatly wrapped gifts compared with sloppily wrapped ones. However, the author also concluded that neat wrapping implies the giver values their relationship. For instance, majority of the people expect neat wrapping with all of the neat folds, crisp edges, and beautiful bows from someone you don't know quite as well while a sloppily wrapped present is only preferred by close friends.

Importance behind Gift wrapping

**Scanlux Packaging (2021)** this article presents several studies related to the psychology and importance behind gift wrapping. The first study was to test whether a wrapped gift had a positive effect on the recipient so in the conclusion part, the study reveals that those who received a wrapped gift were elated compared to those who received an unwrapped gift. The second study focused on the neatness part as it gives a positive experience and a sign that the gift giver is setting a price on the closeness with the recipient. Furthermore, the

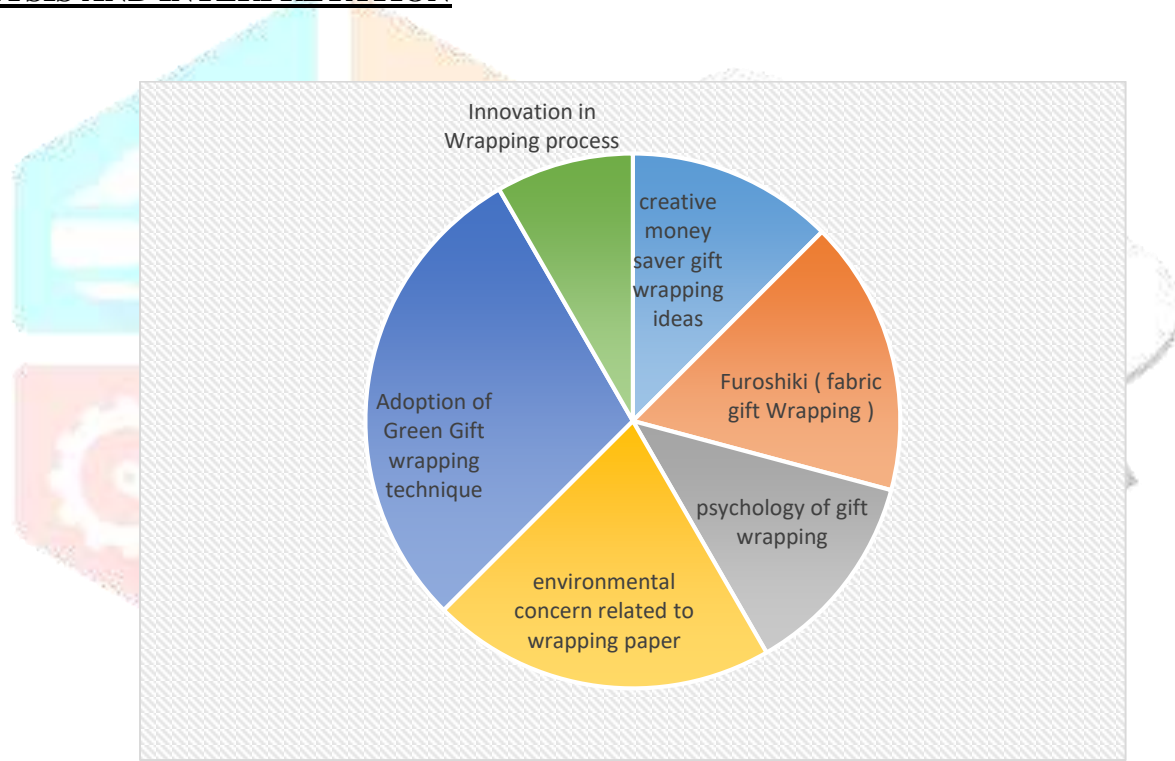


next study showed that a gift should be wrapped as it elevates certain excitement in the recipient's mind regarding the product. After analyzing all the studies, this article presents that these studies are beneficial for many business ventures in terms of gift wrapping as it can create an extraordinary experience and attract attention which can implant itself in people's memory.

#### The haptic exploration and finger abrasion rating of wrapping paper

**Jost et al., (2022)** examined the tactile perception of wrapping paper with the help of fingertip friction and rating of sensory, affective, and evaluative attributes. Varied samples of 5 x 5 cm from which 8 expensive and 2 cheap gift-wrapping papers as well as 5 quality papers from an artist supplier and participants were asked to rank adjectives with circular movements of the fingertip of their preferred hand. Next, the author tells about their work in the progress report on a forced-choice study of the papers for wrapping a valuable gift

### ANALYSIS AND INTERPRETATION



1. After reviewing all the papers, the study analyzed that several creative gift-wrapping ideas were used to make gifts extra special. Screen Printing, Block Printing, Finger painting, use of crepe paper, old cards, and trimmings were some of the techniques that were popular back then.
2. The semi-auto gift-wrapping machine and robotic gift wrapping were designed for people who find difficulty in wrapping gifts and allow them to get instantly wrapped gifts without breaking a sweat and also to avoid wastage of time.
3. According to the recent scenario, the trend of green gifting especially, the traditional method from Japan 'Furoshiki' is becoming popular day by day due to adversity in climate change. Moreover, the majority of

wrapping paper contains micro plastics and additives like glitter, and silver-gold coloring which cannot be recycled.

4. The disposal of wrapping paper also generates significant environmental problems as these material contains lead and chromium and can be released into the air when it is burned, and ended up in landfills.
5. The use of newspapers, old maps, magazine pages, canvas Tote Bags, and so forth are some of the eco-friendly approaches that can be taken into consideration while wrapping gifts.
6. A few authors already designed and got the patent for reusable fabric gift wrap which was entirely hinged on time-saving so that anyone can wrap it very neatly within a minute and a replacement for conventional disposable gift wrapping. Further, numerous researcher promotes and propagates an environmentally friendly and extremely versatile program based on adopting a traditional cloth wrapping from Japan called furoshiki and also discussed various method that requires less paper wastage.
7. In the end, after reading several studies based on psychology, scrutinize that gift wrapping plays a pivotal role in the communication process as it elevates certain excitement in the recipient's mind regarding the product and neat wrapping implies the giver values their relationship.

## **CONCLUSION**

Gift-giving is a wonderful tradition that brings joy to both the giver and the receiver. However, the excess waste generated by traditional gift-wrapping practices can harm the environment. By adopting sustainable gift-wrapping alternatives, one can show love for their loved ones and the planet at the same time. Gift wrapping can be both creative and sustainable, showing a commitment to preserving the environment. By choosing any of these unique wrapping alternatives, can reduce waste, inspire others, and enjoy the festive spirit guilt-free. Lastly, the act of giving is even more special when it's wrapped in love and care for the planet.

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Arushi Puri is a dedicated Research Scholar (JRF) at Fashion & Lifestyle Technology and have completed B.Sc. and M.Sc. from the prestigious University Institute of Fashion Technology & Vocational Development at Panjab University, Chandigarh-14, India. She has showcased her expertise and commitment to the field by presenting and publications of research papers at prominent conferences and journals. Arushi's passion for education is evident from her more than 3 years of teaching experience. As a course coordinator and dissertation guide and also played a pivotal role in guiding students and ensuring the successful completion of their projects.

**DR. ANU. H GUPTA**

Dr. Anu. H Gupta an academic luminary, stands as a beacon of excellence in the realm of education and fashion. With a Ph.D. in Social Anthropology and a stellar academic track record, including being recognized as a University Medalist for securing the first position in both M.Sc. (Clothing & Textiles) and B.Sc. (Home Science), Dr. Anu. H Gupta brings an impressive academic foundation to their role. Currently serving as an Assistant Professor at the University Institute of Fashion Technology and Vocational Development, Panjab University, Chandigarh and have more than 25 years of experience in education reflects a deep commitment to imparting knowledge and fostering academic growth. Dr. Anu. H Gupta has been an unwavering force in shaping the future of students and also undertaken the pivotal role of a placement officer. Her dedication in facilitating industry interactions and internships, coupled with coordinating placement drives for M.Sc. students, underscores a commitment to bridging the gap between academia and industry. Beyond the classroom, she has demonstrated a passion for mentorship by guiding Ph.D. scholars and contributing to the development of design collections, dissertations, and projects. Their creative prowess extends to choreographing annual fashion shows, adding a touch of glamour to the academic landscape. The organization of national and international webinars, workshops, and seminars highlights her commitment to fostering continuous learning and innovation. She has been recognized for their outstanding contributions, and also awarded the prestigious Shastri Indo Canadian Lecture Series Grant in 2022, a testament to their scholarly achievements.