



Consumer-LESS Holiday

Gift Giving

While the Puritans, who first colonized and shaped American culture, celebrated Christmas, they did not practice the now popular tradition of gift-giving.

In the late 18th and early 19th century, the Puritan influence diminished and the Victorian era, characterized by the rise of the class, began as did the tradition of holiday gift-giving began in America.

Beginning of Commercialization

In Europe and the US during the 19th century, gifts of cakes and other sweets, nuts, books, and simple toys were bestowed upon children. This was a shift from previously held practice of higher class adults giving gifts to one another and their servants. This shift is attributed to German immigrants and the imported German toys and novelties.



Gift Wrapping Paper

Gift wrapping has long been popular in many Asian countries, especially Japan and Korea where the intricate designs and beautiful papers were cherished. In America, gift wrapping became popular in the late 1800's as the department stores emerged in some of our largest cities.

Department stores quickly adopted and promoted most of the holiday staples that we now associate with Christmas.





Mass Advertising

Between 1920 and 1930, America saw the first push of mass advertising of Christmas. As advertising agencies embraced new psychological theories about how to manipulate and persuade people, the use of advertising as a propaganda tool took off.

By the 1950's the commercialized Christmas experience has spread to all cities – not just the largest. In the 1960's broadcast and commercial television expanded, and marketers took full advantage of their now larger audience.

In 1956 the first indoor shopping mall opened in Edina, Minnesota. Soon afterwards, shopping malls began to spring up everywhere and with them came the mall Santa. 30% of all retail sales came from shopping malls by 1975

Commercialization of the holidays

BLACK FRIDAY

- Thanksgiving Day parades sponsored by department stores meant to kick off the holiday shopping season.
- Term first appeared in mid 1960's but didn't really catch on until the 1980's
 - Mid-80's retailers explained that "black" indicated the first day that profits moved out of the red

CYBER MONDAY

- Created by the marketing division of the National Retail Federation, Shop.org, in 2005

SMALL BUSINESS SATURDAY

- Created in 2010 by American Express who also registered the URL and trademark for the term



And Now.....

Christmas, as a commercial holiday, is as powerful as ever.

Not long ago, retailers waited until after Thanksgiving to begin decking the halls and promoting their Christmas wares. Now we are lucky if we can finish Halloween before the first glimpses of red and green appear.

Christmas, to the horror of many, has become nothing more than a tribute to accumulation, materialism, commerce, globalization, industrialization, and corporate greed. Most of us are exhausted by the pressure to speed up, keep up and spend up.

It will be interesting to see how the younger generations respond. On one hand, they are constantly marketed to via social media. On the other hand, they are much more aware of environmental impacts of our choices.

<https://www.youtube.com/watch?v= kaLBJ-lqEI>



Green Gifting...

The most precious gift that you can give is time.

- Shared meal or experience

Be literal about "GREEN"

- Plants

Regifting is encouraged

- Help an item find a good home



Give from the heart

Homemade:

Jams, baked goods, crafts, knits

Box of treasured family recipes

Keepsake

That perfect item found after sifting through thrift shops

Farmer's Market



Other Tips...

Quality over Quantity

Shopping in-person versus online

SMILE.AMAZON.COM

AVOID.....

Plastics

Fast Fashion

Trends

Gift Exchange





Wrapping it up...


First seek to create the least waste:

- Utilize materials that you already have
- Brown paper bag
- Cloth – reusable wrapping
- Recyclable wrapping paper
- AVOID plastic wrapping accessories – bows, etc.



END

Slow down this season.
Spend time in gratitude.
Tell someone you love them.
Be in nature.



Questions & answers

Jennifer Phillippi
jenlucee@hotmail.com