

Triangle

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HOMIE

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Great Gatherings

PLUS:
HOLIDAY
GIFT GUIDE

GARDEN
SANCTUARY

TOP: Owners Lindsay Marko and Emily Slater.

BOTTOM: The Art of the Bar gift box is part of the new Holiday 2022 collection and includes items like a tea towel, a stoneware vase, and all-natural cocktail mix.

Gracious GIFTING

PRODUCED BY ANNE MARIE ASHLEY

Best friends Emily Slater and Lindsay Marko waxed poetic about their vision of starting a business together ever since their days at the University of Georgia. After full emersion in planning their own weddings, a business plan for wedding welcome gifts was hatched. With Marko's design degree from Parsons and Slater's experience as an editor with a luxury national wedding publication, they felt confident they had a niche.

Fast forward eight years, and their business, A Signature Welcome (ASW), has expanded to include corporate gifting, personal gifting, and wedding welcome gifts. "I think we always knew we wanted to expand, but we wanted it to happen organically," explains Slater. "When the pandemic hit and weddings halted, we had to pivot to stay afloat, and the corporate industry was in a very unique place for us to enter." With everyone quarantined in their homes, companies found new ways to express employee appreciation, and gifts through ASW's unique branded options offered high-end luxury appeal.

In the same vein, as people searched for new ways to connect with close friends and family or brighten someone's day during uncertain times, surprise gift boxes were born—beautifully packaged gifts with curated items that were shipped free nationwide from their local shop in Raleigh or Charleston. Personal gifting took off too,





All pre-curated gifts at ASW are hand-packaged and hand-wrapped with aesthetics front-of-mind.

and Slater and Marko expanded their list of luxury brands offered, covering everything from gourmet food and wellness kits to home goods and cooking, always gathering as many local items as possible.

“As gifting experts, we know you can never go wrong by showing thoughtful appreciation, no matter how big or small,” Slater says. “The wonderful thing about gifting is it still provides a moment to be unique; you don’t have to do it like everyone else. Our design team can help customers develop a full custom experience.”

ASW’s pre-curated gifts are convenient, yet thoughtful and luxe. Their Home Comforts gift, for example, layers on the cozy with specially selected taper candles and holders, a jar of matches, a throw blanket, a ceramic bowl, and a few snacks to keep you warm.

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—EMILY SLATER

“A new favorite coffee table book or a new scent for the powder room are warm touches they can sprinkle throughout the home,” says Slater. “Before any gift leaves our studio, our team asks: would we want it?” Whether you’re gifting to a family member or a few friends, a client, or your whole business team, ASW’s custom-designed or pre-curated boxes amp up not only the pampering this season, but the thoughtfulness, as well. ♦



The Ayurvedic gift box is the ultimate self-care gift, complete with incense and pepita flaxseed balls.

2022 HOLIDAY COLLECTION

SEE THE FULL COLLECTION OF PRE-CURATED GIFTS AT ASIGNATUREWELCOME.COM



Gather

Give the foundations for gathering and kitchens.



Home Comforts

Layer on comfort with candles, a blanket, and snacks to share.



Morning Coffee

Ground coffee, muffin and pancake mix, and a cane tray to serve them on.



Winter's Taste

This gift has all the gourmet winter flavors to put you in the holiday spirit.