

Wrappr runs biggest sale of year for Black Friday



[Wrappr](#) CEO and Founder Brittany Trafford tells *Global Travel Retail Magazine* today the company is running its biggest sale of the year for Black Friday.

Shoppers receive 40% with US\$40 spend, ideal for shoppers to purchase Wraps in time to wrap all holiday gifts in guilt-free Furoshiki wraps.

“Gorgeous, sustainable and affordable, Wrappr is the simple, earth-loving alternative to disposable paper gift wrapping. It is a circular product made with the intention to be repurposed as a tote bag, a top, a hair wrap and so much more,” explains Trafford. “Each Wrappr is a gift in itself, designed to be repurposed or re-used and perfect for any season or celebration. Our slogan reflects our mission: Give art, not waste.”

Wrappr honors the 1,200-year-old Japanese tradition of Furoshiki. Available in many designs, sizes and textures, the company gives tutorials online and on its social media channels for how to wrap common products, such as alcohol bottles and bouquets of flowers, as well as how to wear it as a bag, hair accessory and even as a shirt.

With so many versatile uses, they are a perfect gifts for anybody, says Trafford.

The reusable gift wrap company has also [just announced the introduction](#) of its holiday collection [Gifts of Joy](#). Designed by artist Effie Theodosiou, the collection is inspired by winter plants such as holly and poinsettias, and the sparkling of lights and snow.

Black Friday is coming up officially November 25, 2022.



The Gifts of Joy holiday collection