Hertender Expands Anniversary Gift Options Beyond Jewelry

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PHOENIX, AZ - December 22, 2025 -
Hertender, a personalized gift company specializing in handcrafted keepsakes, has expanded its anniversary collection to include non-jewelry alternatives designed for partners seeking meaningful gifts for her. The collection features customizable ornaments, blankets, and engraved keepsakes that offer an alternative to traditional anniversary jewelry purchases.

The expanded collection addresses a common challenge faced by those searching for personalized anniversary gifts for her during milestone celebrations. While jewelry has long served as a default anniversary gift category, many partners seek options that feel more personally connected to their relationship history. Hertender's anniversary offerings allow customization with names, dates, and personalized messages that reference specific moments shared between couples.

The personalized gift market has seen notable growth as consumers increasingly prioritize meaningful purchases over generic alternatives. Research from the gift industry indicates that customized items often carry greater emotional significance for recipients compared to standard retail options. This shift in consumer preference has prompted gift companies to develop products that accommodate individual personalization rather than one-size-fits-all approaches.

Among the collection's offerings are glass and ceramic ornaments marking relationship milestones, including designs for couples celebrating their first Christmas married. The ornaments feature various aesthetic styles ranging from winter forest scenes to vintage truck imagery, allowing selection based on personal taste rather than a single standardized design. Heart-shaped glass pieces with floral motifs and mountain landscape designs provide additional variety within the ornament category.

Flannel blankets with customizable messages provide another category within the collection, offering functional keepsakes that incorporate sentimental elements. These items serve dual purposes as both practical household goods and personalized mementos. The blankets feature space for custom text, allowing gift-givers to include specific messages, names, or dates meaningful to the recipient.

"Partners often tell us they want anniversary gifts that feel specific to their relationship rather than something that could be given to anyone," said Xuan Hoan Bui, CEO of Hertender. "The collection was developed to give gift-givers options that allow personal details to become part of the gift itself."

The anniversary collection includes crystal ornaments designed for longer marriage milestones, with options extending to thirty-five year anniversaries. This range reflects an approach to serving couples at various stages of their relationships rather than focusing exclusively on early marriage years. The inclusion of extended anniversary milestones acknowledges that meaningful gift-giving opportunities continue throughout the duration of a marriage.

Materials used across the collection include glass, ceramic, crystal, and flannel, with pricing structured below fifty dollars for most items. The material variety allows gift-givers to select based on recipient preferences and the specific occasion being celebrated. Glass and crystal pieces offer elegant display options, while blankets provide everyday functionality combined with personalized sentiment.

Hertender operates as a print-on-demand company, producing each personalized item after order placement rather than maintaining pre-made inventory. This production model allows for the customization central to the anniversary collection's purpose. Each item undergoes individual production to incorporate the specific names, dates, or messages requested by customers.

The company serves customers primarily through its online platform at hertender.com, with shipping available throughout the United States. The ordering process includes customization fields where customers input their personalization preferences before production begins.

The personalized anniversary gifts collection is available for ordering through the company website, with production timelines varying based on customization requirements and shipping destination.
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HerTender

Hertender creates personalized gifts that carry a personal story and a tender whisper from the heart.

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