

Vol. 05

@shoplocal.nz

Christmas gift guide

SHOP LOCAL

Your Christmas Shopping List

A gift guide for small business
owners, whanau and friends.

Over
150
gift ideas & inspiration.

Makers & Creators

The best on what's on offer from
small business New Zealand.

SHOP SMALL

PLUS 5 social media strategies.







CHRISTMAS DREAMS

Here's to golden sunrises, cool water swims,
and long slow chats. Here's to drinks with
friends, cuddles with loved ones, and
falling in love with yourself. Here's to
warm summer days, long walks on the beach
and board games into the night. Here's to
delicious handmade food, created with love.
Here's to being with family, and friends
that are family. Here's to spoiling those
you love and receiving with gratitude in
return. Here's to saying goodbye to one
year and welcoming in the new year.
Here's to cards, decorated trees and
Christmassy goodness. Here's to you.

WELCOME

When you order from a small business, you support a family, a neighborhood, and the country. The saying 'I do a happy dance with every order' is so true, although a little cliché. Every single order is created and packed with so much love and care.

Please support the businesses in this guide where you can. Make a purchase, share with a friend, or follow a social media page. Every business in the guide is linked in the image, with social media and website links too. Please click through to the brands that catch your eye. Each and every business in this guide appreciates your support.

In today's digital landscape, simply posting on social media often isn't enough. With millions of brands vying for attention, you need effective strategies to cut through the noise. Throughout the Guide you will find my top 5 Social Media Strategies to boost your engagement. Whether you're a small business or personal brand, the five social media strategies will help you grow your presence and increase engagement.

Thank you for taking the time to check it out, and please remember to share the Gift Guide with a friend, family, and your community.

Shop Local. Shop Small. Treat yourself or a loved one this holiday season.

Happy Shopping!
[@shoplocal.nz](https://shoplocal.nz)

Lisa



REMINDER

INSPIRATION

When we *support*
each other,
amazing things
can happen.

@SHOPLOCAL.NZ

The background is a soft, abstract watercolor wash in shades of pink and light orange. It has a textured, painterly appearance with subtle variations in tone. Scattered throughout the composition are numerous small, white, circular speckles, resembling dust or fine paint splatters, which are more densely concentrated in the upper right and lower left corners.

art & design

PAPER & ASH

Our brand new 'Merry Everything' Xmas Gift Wrap Bundles include everything you need to complete your Christmas wrapping - all packaged in a beautifully curated box - and perfect for conveniently storing all your gift wrap essentials!

With three options to choose from, each 'Merry Everything' box includes five sheets of premium wrapping paper in different coordinating designs - plus additional gift wrap 'Belly Bands', luxury tissue paper, gift tags, and six of our best-selling Christmas cards. We'll also include either matching ribbon or twine to help finish off your gifts in style!

Enter code: SHOPLOCAL to receive an exclusive surprise gift!

@paperandash

www.paperandash.com



DOODLEWEAR

Looking for a unique, lightweight gift that's easy to send? Doodlewear's decorative tea towels feature stunning artwork by talented New Zealand artists. These 100% Cotton tea towels will brighten up any kitchen or dining area. Perfect for drying dishes, lining trays, covering food, or simply on display, they're a must-have for art lovers! Plus, here's a fun tip: use one as eco-friendly gift wrap for wine bottles or small boxes. It's a thoughtful, reusable way to wrap presents. Bring some local art into your home, or share it with loved ones, all while supporting NZ artists! Explore our shop www.doodlewear.co.nz

@doodlewear.nz

www.doodlewear.co.nz

ART BY BETHO



“High-quality, colourful art prints of my favourite places. All digitally illustrated by me!”

[@art.by.betho](https://www.artbybetho.felt.co.nz)

www.artbybetho.felt.co.nz



KATHLEEN RICHENS ILLUSTRATION

“I am a watercolour illustrator that paints unique, custom portraits from photos in my whimsical style of families, weddings, and pets which are perfect for Christmas, birthdays, and as special gifts. I also paint children’s illustrations, and fine art New Zealand native bird pictures. I also have a range of illustrated greeting cards, stickers, mugs, and bookmarks.”

[@kathleenrichensillustration
felt.co.nz/krillustration](https://www.kathleenrichensillustration.felt.co.nz/krillustration)



The Sewing Sailor



Embrace New Zealand's Beauty with The Sewing Sailor's Art & Stationery. Step into a world of creativity and sustainability with The Sewing Sailor, where every piece of stationery and artwork is crafted with care. Featuring handmade notebooks, greeting cards, and prints inspired by New Zealand's stunning landscapes, each product is a work of art in itself. Using luxury eco-friendly materials, Elena, the artist behind the brand, blends her love for nature and fine art to create one-of-a-kind pieces. Whether you're looking for unique gifts or personal keepsakes, The Sewing Sailor offers a meaningful way to connect with nature and support sustainable craftsmanship.

Wilde Road

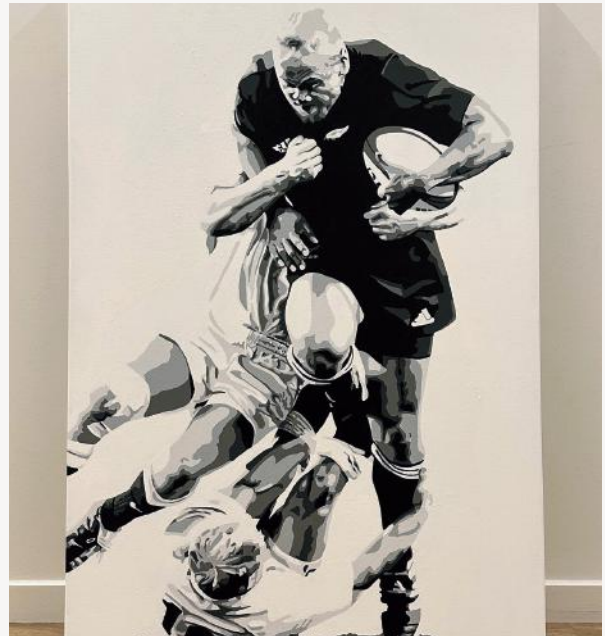


A beautiful gift to inspire and uplift. “My collection of curated prints features daily reminders, motivational musings, and heartfelt words to encourage positivity and self-love. Each piece is crafted to add a touch of inspiration to any space, making them thoughtful gifts for loved ones this Christmas. With a growing community of over 300,000 followers on Instagram, my words have touched hearts across the globe. Give the gift of inspiration; one filled with meaning, connection, and everyday magic.”

Use code SHOPLOCAL20 to save 20% on purchases until 30.12.24.

@words by wilde road
www.wilderoad.co.nz

Artwork by Craig



"I am a self-taught, part-time artist, who has been painting for 15 years. I primarily use acrylic paint on canvas but love to paint on different surfaces like skateboards and even guitars. My style is a mix of pop-art and cult art and I derive inspiration from artists such as Andy Warhol, George Ioannou, Paul Oz and Joe Petruccio. Working in the medical field as a chiropractor, I have a fascination with how our brain and nervous system works and I love to use negative space in my paintings. It always amazes me how our brains, with a few simple block colours, a limited colour palette and utilising negative space, can easily make out the subject of the paintings."

REMINDER

INSPIRATION

Small business life can only be described as a *roller-coaster*. Highs, lows, twists, turns, successes, and *learnings*. But the biggest part of it is *letting go* of how you think things should be and going with what is. Following the ideas, giving it a go, asking for help, and believing in yourself.

@SHOPLOCAL.NZ

The background is a vertical rainbow gradient, transitioning from dark purple at the top to red, orange, yellow, green, and finally blue at the bottom. In the top right corner, there is a cluster of white, star-like speckles. In the bottom left corner, there is a larger, more diffuse cloud of white speckles.

food & gifts

Sweetargentos Alfajores



“❄️❄️❄️Ho-ho-ho! ❄️❄️❄️ Christmas came earlier this year and we wanted to make this holiday season extra special. Enjoying an artisan Alfajor is about more than just the sweet treat itself. It is about bringing people together and creating memories that will last a lifetime! Visit www.sweetargentos.co.nz and discover our exclusive Argentine flavours this Christmas! **Pre-order now and save 15% this holiday season with Sweetargentos Alfajores.** Are you ready to awaken your senses? We know you are!”

Purely Northland



Purely Northland is the perfect place to find unique and unforgettable gifts that support our Northland artisan producers. Beautifully presented gift boxes where every product has been thoughtfully sourced directly from passionate producers.

Whether it is Christmas gifting, corporate gifting, to say thanks or just something for someone special, choose us to create a unique gifting experience. Select from our pre-curated range or hand-select your items from our 'design your own' selection personally tailoring to your recipient. We deliver Northland deliciousness nationwide by choosing to use us you are supporting our northland artisans.

All But One Gifts



Personal and corporate gifting made easy for you! Whether it's for a family member who lives far away, a last-minute gift for a friend, or staff appreciation and client thank-you gifts, we will do all the hard work for you. With a wide range of beautiful gift boxes to choose from, NZ-wide delivery, and products sourced from all around the country - your receiver will be delighted with your gift choice. And to minimise waste going to landfill, your gift is packed and sent using stylish but eco-friendly packaging. Pamper gifts, tasty eats, artisan treats, tea boxes, gardening gifts, and a whole lot more - all hand-curated with attention to detail. For business end-of-year gifts, we offer simple bulk ordering, custom-made options, and branded solutions such as box sleeves, printed ribbons, logo stickers, and cards. We would love to be part of your Christmas gifting this year.

Manuka Royale



Discover the Pure Power of Manuka Royale. Treat yourself to the finest New Zealand Manuka honey, harvested from pristine, untouched forests. Manuka Royale offers a premium blend of nature's richest nectar, renowned for its unique healing properties and rich, luxurious taste. Sustainably sourced and crafted with care, our honey is perfect for everyday use, from enhancing your tea to supporting overall well-being. Packaged with elegance, it makes the perfect gift this season. Experience the gold standard of Manuka honey and indulge in the natural goodness that only Manuka Royale can provide.

Lorraine's Cookies



"We offer vegan custom-decorated cookies to celebrate all occasions, with made-to-order designs categorized on our website. This October, we're launching pre-sales for our 12 Days of Christmas Vegan Advent Calendar, with shipments set for November. Additionally, we have delicious vegan chocolate chip cookies available for pick-up only, and don't miss out on our fun Paint Your Own Gingerbread House kit!"

REMINDER

INSPIRATION

Every successful
business has a story
of *perseverance*,
adaptation, highs
and lows, *grit* and
determination.

@SHOPLOCAL.NZ

HONEYBUNCH



Made in North Canterbury unique, fun and high quality tees! Christmas themed tees have a magical place in our hearts.

[@honeybunchnz](https://www.instagram.com/honeybunchnz)

www.honeybunch.co.nz



Dede Baby Boutique



Waiuku – Locally Hand Made – Baby and Toddler Clothes, Gifts and Bibs. Unique Range of Stylish Fabrics in Newborn – 24 Months. Wide variety of high-quality Cottons . Custom Orders Available.

[@dedebabyboutique](https://www.instagram.com/dedebabyboutique)

felt.co.nz/shop/dedebabyboutique

ADAGE SOCKS & REMAR KNITWEAR



Fabulous socks & accessories. Made in NZ by our family for yours. Durable, Soft & Beautiful.

[@remarknitwear](https://www.remarknitwear.co.nz)

www.adagesocks.co.nz



LILO MARKETPLACE

New Zealand's dedicated marketplace for preloved baby and children's items Lilo makes it easy to buy & sell second hand kids' clothing and essentials, within a community of kiwi parents. Allowing you to enjoy savings that are kind on your pocket and gentle on the planet. Like a traditional buy-and-sell platform, we feature a variety of quality second hand items from a range of sellers, but with the added benefit of combining all your purchases into one simple transaction! When you shop with Lilo, you're supporting our community of parents across New Zealand, with items delivered straight to your door.

[@lilo marketplace](https://www.lilo.marketplace)

www.shoplilo.co.nz



Camplight NZ



Camplight - Glamping Specialists. Looking for the perfect way to celebrate older kids' birthdays or family get-togethers? Let Camplight create a magical experience for you! Based in Auckland, we specialize in transforming outdoor spaces into unforgettable gatherings. From cozy backyard sleepovers with premium tent and bed rentals to beautifully curated picnic setups, our customizable packages cater to every occasion and budget. Surprise your loved ones with our luxurious pop-up glamping options that will delight guests of all ages and create cherished memories. Contact us today to start planning your next celebration! **Let's get outdoors!**

Little Burrow Creative



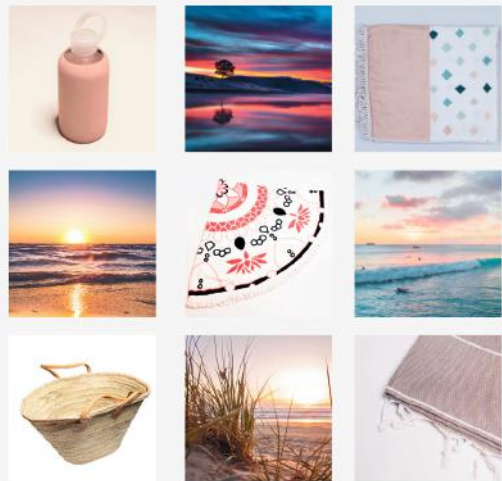
At Little Burrow Creative we are the makers of unique, handcrafted home décor that brings personality to every room. Our collection features beautifully crafted Lampshades and playful children's accessories including Individual Fabric Letters and Robe Hooks shaped like tractors, bunnies and flowers. With focus on country, coastal and modern farmhouse styles, our designs are perfect for those who love adding a touch of charm and character to their home.

Silversky Cycle Clothing



Cycle clothing made to feed the soul and lift the spirits. Bright, colourful, quality cycle wear designed and tested right here in New Zealand. Look good, feel great with a unique Silversky original. Our eye-catching jerseys, padded cycle pants, base layers and accessories cater to a wider range of cyclists and cycle disciplines. Built with comfort and style in mind using superior fabrics and printing technology. Silversky is a proudly owned Wellington business with a passion for cycling. Make an investment in you, and one in quality eye catching cycle clothing.

Beach Boutique NZ



Get summer ready now at Beach Boutique NZ. Eco-friendly beach accessories that make great stocking fillers, Christmas presents or just for fun at the beach. Our children's sand and water toys are made from sugar cane - with no nasty chemicals and are durable and sturdy. Glass drink and infuser bottles are perfect for long days at the beach. Beach bags made from palm fronds or flax - great for when you are out and about. Turkish towels are fast drying and multi-functional. The round towels are so big they work well as picnic mats. And cotton beach towels for kids fold up small - thinking school camps and swim lessons. All packed and sent using eco-friendly packaging. Have a natural summer!

Paul & Paulie Organic Cotton Boutique



Award winning apparel for children and mums. Premium and luxuriously comfortable organic garments, made with love and care. Tested by babies and approved by mums! Bronze award winner at the Clean and Conscious Australia 2023 Awards for Best Baby Apparel and Sleepwear in Australia and NZ. Proudly NZ designed. We use only the purest GOTS organic cotton, Oeko-Tex colours and fair-trade practices that are child safe and planet friendly. Our cotton is pure, soft, breathable and hypoallergenic, perfect for children to grow in! Enjoy 30% OFF storewide excluding Clearance, Gift Boxes, and Gift Cards. **Use discount code SHOPLOCAL30 at checkout.**

Little & Pink



Welcome to Little & Pink, self-designed outfits for Barbie with a contemporary twist, all from designer fabrics. Each piece is a one-off or limited edition piece. Every design has been tried and tested by 5-year-olds to ensure they are easy to put on and off to encourage independent play. We invite you to explore our charming collections, DM on our Instagram to see the latest collection or visit us at our next market. General Collective, Auckland Sunday 3rd November.

REMINDER

INSPIRATION

A woman with a *dream*
and a clear goal isn't
someone to be *feared*.

But is *someone* who will
go a lot further with
your *support*.

@SHOPLOCAL.NZ

The background is an abstract composition featuring a smooth gradient from a deep blue on the left to a vibrant pink on the right. Scattered across the image are numerous small, white, circular speckles, resembling dust or stars, which are more densely concentrated in the upper right and lower left corners.

for her

GOODIES

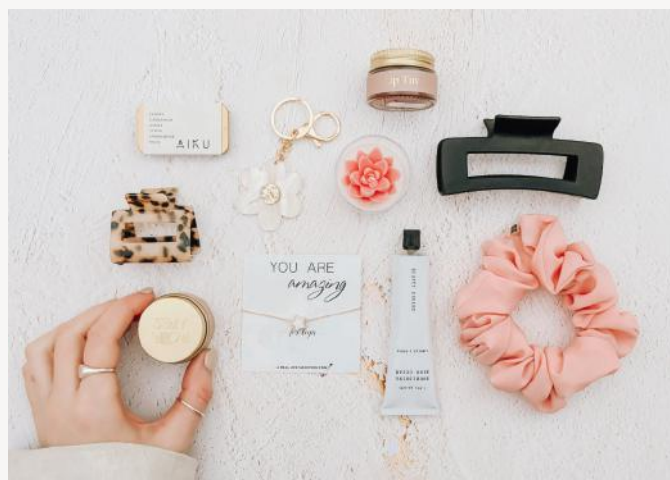
The perfect gift to nourish and add goodness all year round - The Goodness Weekly Planner! Start anytime—this planner isn't tied to any specific year. It's packed with beautiful artwork, thought-provoking quotes, and prompts to help you make the most of each season. Plus, you'll find eclectic pops of goodness throughout. We've partnered with Andi Hulse, an incredible coach specialising in helping overwhelmed women manage their energy and emotions. Andi's evidence-based, practical advice, sprinkled with a touch of magic, fills the planner pages. Set and track seasonal goals, utilise monthly and weekly planners, plus blank pages for brainstorming and notes. Each season comes with an activities checklist to inspire a year filled with fulfillment and goodness! Order at www.goodies.nz

[@goodies.nz](https://www.instagram.com/goodies.nz)

www.goodies.nz



LITTLE GIFTIES



It's time to show up for the ladies you love this Christmas – surprise them with our personalised gift crackers!

[@nzlittlegifties](https://www.instagram.com/nzlittlegifties)

www.littlegifties.co.nz

SCRUNCHED



Bespoke scrunchies, headbands and bows hand-marbled onto upcycled fabric celebrating art, fashion and sustainability.

[@scrunched.nz](https://www.instagram.com/scrunched.nz)

www.ritaedited.co.nz



SLY STUDIO

Sly Studio is a small New Zealand clothing brand, specialising in bold basics - womenswear and accessories. As a New Zealand fashion brand committed to embracing ethical and sustainable production practices, our slow fashion studio prioritises using natural fabrics and also works with dead-stock materials. Embracing conscious consumerism, and furthering our sustainability commitment, we donate a tree with our online sales to organisation, One Tree Planted, helping restore forests and their ecosystems worldwide.

[@sly_studio](https://www.instagram.com/sly_studio)

www.slystudio.co.nz



CRAFT CUT

Our products are meticulously handcrafted, making them ideal for gifts or a special treat for yourself. Enjoy complimentary personalization on all items, ensuring a unique touch just for you. We're excited to collaborate on custom creations that aren't part of our current collections. Explore our wide range of handmade items, including drinkware, earrings, keyrings, wristlets, stickers, hair bows, bookmarks, pens, lanyards, phone cases, and coasters.

[@craft_cut](https://www.craftcut.co.nz)
www.craftcut.co.nz



ARNIKAWA

Pure Essential Oil Roll-On Gift Set. Give the gift of wellness with our Pure Essential Oil Roll-Ons—perfect for anyone looking to enhance their daily self-care routine. These easy to use roll-ons offer a portable and natural solution for stress relief, mood-boosting, focus, and relaxation. Simply apply to pulse points like a perfume and enjoy the soothing benefits of aromatherapy on the go. Perfect for keeping at your desk, in your handbag, or on your bedside table, each roll-on is designed to support your well-being throughout the day. Whether as a thoughtful gift or a personal indulgence, these roll-ons make self-care simple and easy to enjoy.

[@arnikawanz](https://www.arnikawanz)
www.arnikawa.co.nz

Foundry & Co NZ



Summer is the perfect time to gift jewellery that captures the seasons vibrant spirit. Lightweight & feminine using natural gemstones & colourful stone beads, brass hoops & freshwater pearls.

Layered necklaces & earrings of many styles using nature inspired designs to celebrate the beauty of Summer.

Dreamers Collective



For dreamers, doers, and world changers. Chasing big dreams can feel impossible at times. But your dreams are yours for a reason. If the dream is within you, you have the power to achieve it.

Dreamers Collective connects big dreamers and empowers them to pursue their wildest aspirations. Our online membership, masterclasses, live events, and retreats help you break down your dreams into actionable steps. With a supportive community by your side, you'll find the encouragement to keep going through the tough times. If you have big dreams, join us and let's make them happen!

Doubtless Bay Botanicals



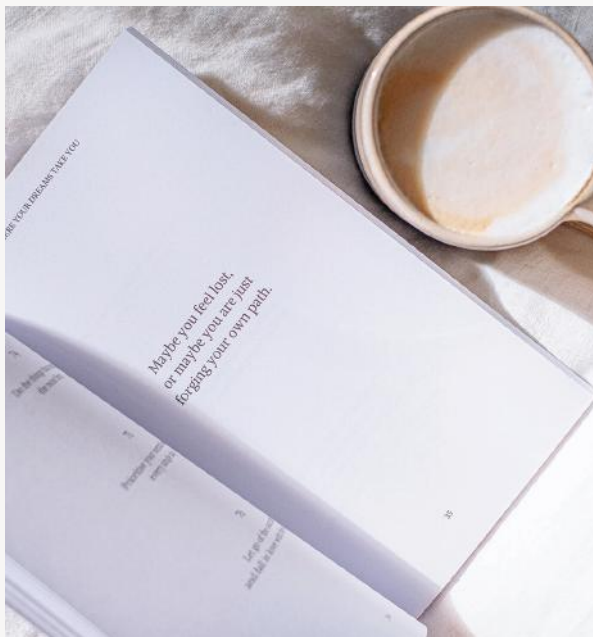
Natural plant-based gifts for friends, mums, lovers, colleagues, and all who need a little pick-me-up – including you. Plant-based, natural botanical bath and body products handcrafted in New Zealand. We love you to feel good. All of our products are made by hand, with love and the very best plant based ingredients. Vegan, cruelty-free and eco-conscious. Clean, scrub, moisturise and nourish your skin with our beautiful curated range. You know you deserve the very best 🍋🍋🍋

Yvonne Nikolaison Studio



Yvonne Nikolaison Studio is a creative haven nestled in rural Masterton, where artist Yvonne Nikolaison blends her love of nostalgia, nature, and magic. Specializing in whimsical digital illustrations, Yvonne creates art that sparks joy and wonder, from stationery to Swedish dishcloths, and T Shirts. Her designs often draw inspiration from her rural surroundings, her love of reading, and the slower, hands-on way of life. With over a decade of experience, Yvonne's studio embodies her passion for capturing magical moments, offering unique, heartfelt pieces that bring a sense of warmth and delight to everyday life.

Lisa Buscomb



"It all starts with the words you choose to surround yourself with. Words hold incredible power—what you read can shape your mindset, lift your spirits, and transform your entire day. The right words offer comfort, encouragement, and inspiration when you need them most. In my four books and on Instagram, I share original daily reminders and motivational musings that remind you to believe in your unique magic.

Gift one of my books this Christmas and support a friend or loved one that may need a few words of inspiration, motivation or reassurance. Use code **SHOPLOCAL20** to **save 20% on book purchases until 30.12.24.**

[@words by wilde road](https://www.lisabuscomb.com)
www.lisabuscomb.com

REMINDER

INSPIRATION

Nobody *supports*
you like an
Instagram friend.

@SHOPLOCAL.NZ

PETAL BEAUTY



Handcrafted Home and Beauty Products made in the Waikato.

[@petalbeautynz](https://www.instagram.com/petalbeautynz)
www.petalbeauty.co.nz



MINI MANE



Mini Mane Haircare: detangling spray, brushes, and accessories for easy, tear-free styling.

[@minimane_nz](https://www.instagram.com/minimane_nz)
www.minimane.co.nz

WILD ESSENTIALS



We create unique, fragrant candles to fit every personality. Come and find YOUR favourite candle.

[@wildessentialsnz](https://www.wildessentialsnz)
www.wildessentials.co.nz



DOUBTLESS BAY BOTANICALS.



Plant-based, natural botanical bath and body products handcrafted in New Zealand.

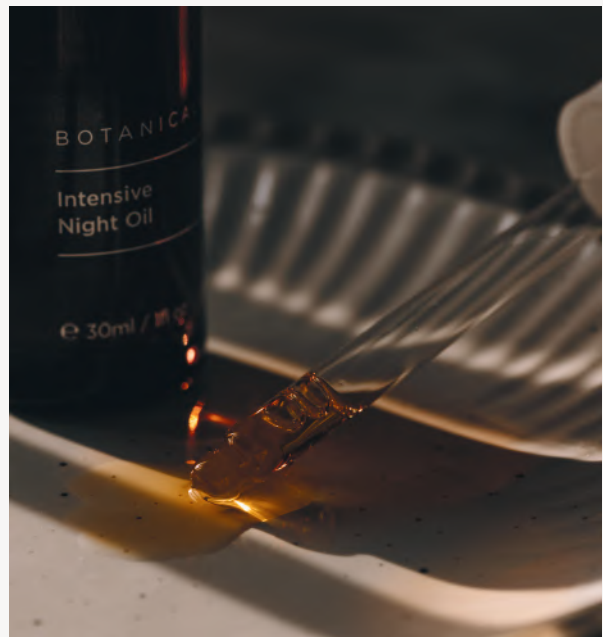
[@doubtlessbaybotanicals](https://www.doubtlessbaybotanicals)
www.doubtlessbaybotanicals.co.nz

Seek:Beauty



We seek to be so much more than just a beauty brand. We help remind you to seek beauty in everything. Our luxurious oil serums were formulated to be multipurpose and can be used for your face, scalp, and hair to simplify your beauty routine. We are cruelty-free and vegan without the use of sulphates, phthalates, alcohol, or parabens. Seek:Beauty is ethically and sustainably conscious where 10% of our profits go to empowering women with an education or entrepreneurship worldwide. Discover our Divine Signature Oil which smells and feels divine or our Glory3 Oil which is simply glorious and fragrance-free.

Hana Botanicals



Treat your skin to the natural goodness of Hana Botanicals' skincare range, crafted from native New Zealand ingredients. Our products are carefully formulated with powerful botanicals like kawakawa, mānuka, and harakeke, known for their soothing and healing properties. Whether you're looking for hydration, nourishment, or a natural glow, our skincare range offers the perfect solution, all while being kind to both your skin and the environment. As a Maori wahine New Zealand-owned company, we're passionate about sustainability and ethical practices, ensuring that every product is created with aroha (love) and respect for Papatuanuku (Mother Earth).

Akari New Zealand



"Our brand brings the essence of the Pacific to your self-care routine, blending nature's finest ingredients to nurture both body and mind. Using coconut oil as a base, we've created luxurious products that deeply hydrate and soothe skin, while promoting relaxation and balance. Whether you're looking to unwind, revitalize, or simply indulge, our collection offers an escape to a serene paradise. Perfect for gifting or personal care, our range is designed to support everyday wellness, with the added touch of Pacific-inspired aromas."

Malsea Body Co



Malsea Body Co is a passionate, small-scale clean body product company nestled in the stunning Bay of Plenty, Tauranga, New Zealand. Inspired by nature, our handcrafted bath and body products are made in small batches. They're vegan, cruelty-free, and crafted with natural botanical ingredients. At Malsea, we believe in creating connections, not just products. Join us on a journey inspired by nature's bounty, where self-care transforms from a routine into a delightful experience. Our offerings are more than just a collection; they are an ode to skin love. Ethically crafted with carefully selected ingredients, our products will leave your skin feeling rejuvenated and cherished. We invite you to be part of this movement toward mindful self-care.

Dazzle Teeth



Located in Christchurch, Dazzle Teeth is New Zealand's leading Tooth Gem Studio. "We offer a stunning selection of crystals and 18ct gold jewellery to adorn your smile. From classic to coloured to shaped gems, our tooth gems are perfect for expressing your unique style. Tooth jewellery is applied with high-quality dental products, similar to braces. This stylish and semi-permanent accessory makes a fantastic gift for Christmas or birthdays. Tooth gems are especially popular among young females, and with so many options, there's something for everyone. Brighten up their smile with a tooth gem and enjoy seeing it shine every time you meet!"

REMINDER

INSPIRATION

Support small.
Support makers.
Support creators.
Support local.

@SHOPLOCAL.NZ



for the home

VESI



Unique, fuss-free hydroponic plants and handmade homeware - elevate your space with exclusive thoughtful décor.

[@vesi_nz](https://www.vesi.co.nz)
www.vesi.co.nz



ROMA

Roma was created out of a desire to offer a healthier alternative to traditional candles, which often contain paraffin and harmful additives. The brand offers vegan, cruelty-free candles made with 100% coconut wax, the most sustainable form of wax. Each candle is hand-poured and features wood wicks made from FSC-certified wood. Their unique, phthalate-free scents are exclusively designed in-house. Roma also offers curated prints made by a local artist, celebrating simplicity, nature, and mindful living through sustainable, ethically crafted products.

[@roma.collective](https://www.roma.collective.nz)
[www.roma.co.nz](https://www.roma.collective.nz)



Scented Obsessions

Scented Obsessions is an affordable luxury small business here in New Zealand, providing scented products such as soy candles, wax melts and more. I absolutely love scented products. When purchasing scented candles in the past I honestly had no idea where they were made for one and two and what was even in them. My products are all made with high quality ingredients sourced from other small companies in New Zealand and are safe to have within your space. I make, create, pour and package everything in my space at home. Scented Obsessions products are ideal for gifting or for personal indulgence.

[@scentedobsessions_nz](#)
www.scentedobsessions.nz



SHOPOLOGY



Locally made goods reflecting the creativity of Aotearoa, with a sprinkle of favourite global finds.

[@shopologychch](#)
www.shopology.co.nz

MEG ROULSTON CERAMICS

Meg Roulston's gorgeous ceramic garlic-ginger grater is utterly giftable—perfect for lovers of handcrafted design, foodies, or those hard-to-buy-for. Both practical and beautiful, it's ideal for grating garlic with olive oil and herbs for dipping, or ginger for stir-fries, hot lemon & ginger tea, or a berry & fresh ginger smoothie. Explore Meg's store for other thoughtful gifts, from bud vases to soap dishes, tumblers, and more.

[@megroulston](https://www.instagram.com/megroulston)

www.megroulstonceramics.co.nz



THE CANDLE CREATOR NZ

At The Candle Creator NZ we handcraft and individually hand pour all our soy scented candles. Our brand was launched to commemorate my grandmother who passed away during the pandemic. Our collections include wax melts, decor, votive and of recent embedded candles. We will be launching our Christmas Collection in the coming weeks, so make sure you're on our mailing list!

[@thecandlecreatornz](https://www.instagram.com/thecandlecreatornz)

www.thecandlecreatornz.com



KANDILA NZ



Kandila NZ candles are the perfect gift for your family and friends this holiday season. Our minimalist and modern design ensures it will fit in with everyone's home décor while filling the air with relaxing and calming scents. Our Christmas Collection will be launching in early November, with three exclusive Christmas scents in a sparkling Christmas vessel, this will be a perfect addition to your home or a gift for someone special. Sign up to our mailing list to get updates.

Teresamaree clay.



Teresamaree.clay creates a collection of exquisite handmade ceramics, designed to enhance a living or working environment through beautifully designed pieces.

Hana Botanicals



Give the gift of relaxation this Christmas with Hana Botanicals' range of hand-poured candles and home & linen sprays. “Formulated with aroha (love) our candles create a warm, inviting atmosphere, while our linen sprays add a refreshing touch to any room. At Hana Botanicals, we're proud to be a New Zealand-owned business, passionate about sustainability and ethical practices. Every product is crafted with love and care, reflecting our commitment to quality and our dedication to bringing the best of nature into your home. Perfect for thoughtful, meaningful gifting!”

Crafty Chook Candles



Handcrafted in the heart of Papamoa, in the Bay of Plenty. This Christmas, delight in our festive scents like Christmas Tree, Peppermint Noir, and Orange Cinnamon & Clove, and Christmas Lilies Perfect for gifting or adding a cozy touch to your home, our candles are made from 100% pure soybeans, ensuring a clean, long-lasting burn. Sign up to our site for exclusive offers and enjoy the magic of Crafty Chook Candles this holiday season!

Stephanie Louise Homewares



Stephanie Louise Homewares is a mix of minimalist stylish homewares and bright bold unique fun pieces. "All of my products are handcrafted in Nelson and made from an eco-friendly, non-waste product. Where possible I also source eco-friendly or sustainable paint and resin products. My Homewares range is designed to add sophistication and style to homes without the designer price tag. My "The Fun Stuff" range was created to add that extra pop of colour and fun to people spaces."

[@stephanielouise.homewares](https://www.instagram.com/stephanielouise.homewares)

www.stephanielouisehomewares.co.nz



5 social media strategies to boost your engagement



It's not about the likes, it's about the conversations – engagement is everything on social media. Prioritise creating content that invites interaction – comments, shares, and saves – instead of focusing solely on getting likes (or trying to get sales!). Ask questions, run polls, use engaging captions, create heartfelt content, and prompt your audience to interact with your content.

Tip: Instagram Stories features like polls, quizzes, and interactive stickers are great tools to boost engagement and get direct feedback from your followers.

Focus on building
engagement, not
just collecting
likes.



People connect with stories, not sales pitches. Whether it's behind-the-scenes moments, your journey as a brand, content that evokes feelings, or customer success stories; weaving storytelling into your social media posts will help build an emotional connection with your audience and give your content that human touch.

Example: Instead of just showcasing a product, share how it was created, how it transformed a customer's life or solved a specific problem. This kind of content is far more memorable and shareable and your audience will love following along.

Lean Into Storytelling



Video content is dominating social media platforms. These bite-sized clips not only boost engagement but also increase your chances of being discovered by new audiences through platform algorithms. Authentic, relatable videos capture attention and build trust with your audience.

Tip: Experiment with tutorials, behind-the-scenes videos, or quick tips related to your niche. Don't be afraid to hop on trends, but always make them relevant to your brand. And video's sprinkled through your content is perfectly okay, not every single post needs to be video.

Embrace Video Content



Collaboration is one of the fastest ways to grow on social media. Partner with influencers, brands or other small businesses that align with your niche and values. These partnerships expose you to a wider audience and offer credibility to your brand through aligned audiences.

Tip: Collaboration isn't only with 'influencers', join up with other small businesses for giveaways or shared gift boxes. Find someone whose values align with yours for the most authentic partnerships. Or why not just shout out a business you love and support another small biz owner.

Collaborate With Others



It's easy to feel the pressure of posting every day, but quality always wins over quantity. Focus on developing a consistent posting schedule that you can sustain long-term. This not only builds anticipation with your audience but also helps algorithms recognise your account as active and reliable. Two to three posts a week is perfectly okay. In fact it is much better than random posts on random weeks.

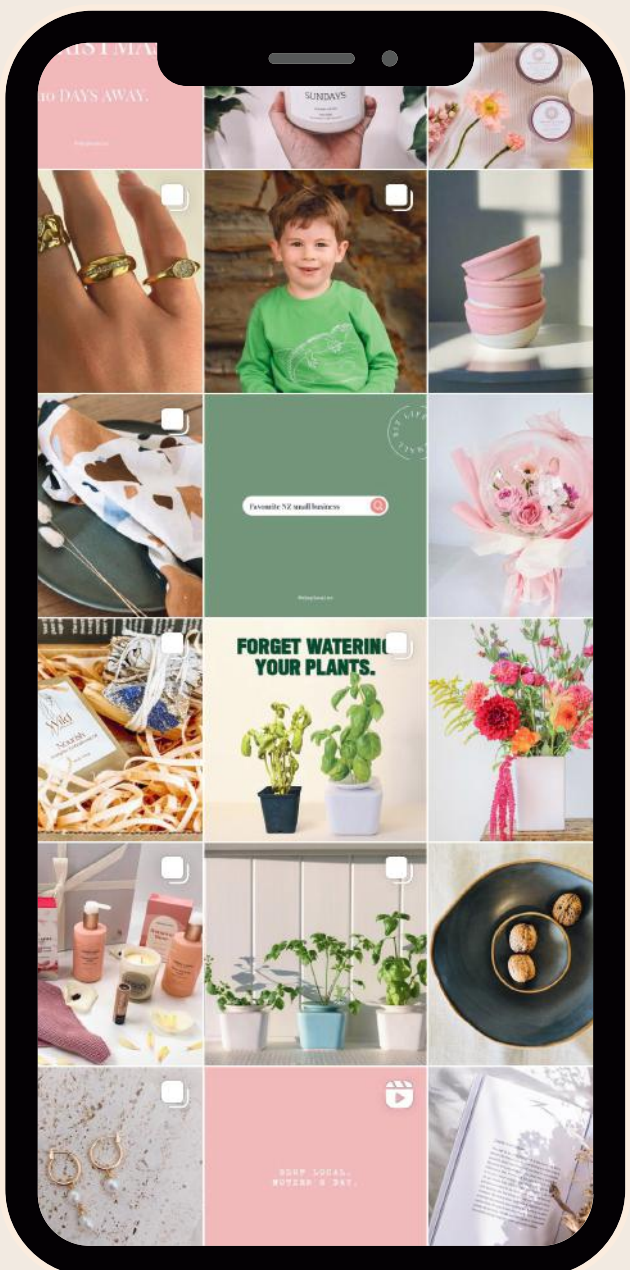
Tip: Use social media scheduling tools like Later to map out content in advance and ensure regular posting without the stress.

Choose
Consistency
Over
Frequency



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