

5 Reasons to Weave Gift Cards Into Your Apparel Business



Starting and growing a successful fashion or apparel business isn't easy. But there is an easy way to contribute to that success: *gift cards*.

Here are five reasons why.

1. They're Everyone's Favorite

Gift cards are extremely fashionable. In fact, for 16 years in a row, they've been the **#1 most requested holiday gift**.¹