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The modern era of industrial production has given us a lot of benefits. In any industry that we look around, be it textile, home furnishing, home decor; there is surplus supply of products and products. That leaves customers with a lot of options to choose from; also the massive volumes of production have rendered the prices relatively substantial. Though, the only issue which comes with such identical looking products is of "uniqueness". When it comes to gifting someone special or rather gifting someone special on a special occasion, one might find himself/herself in a difficult position. In such a situation gifting branded products seems to be the best option available. Surely, the branded products do come with an impressive price tag that gives a sense of pride to the one receiving the gift as well as to the one gifting them. Though again, it is not so difficult to differentiate a branded product from another, provided the tags/labels are still there on the product. Branded products without their respective tags/labels all look the same. That leaves us back to the "Catch-22" situation of "gifting someone special something special".

Moving on to "receiving a gift" from the "dilemma of gifting", I am quite sure of one thing. For me, the charm of my grand mother gifting me a stole that she knitted herself is more than possessing an original Gucci watch that colleagues at my workplace had pooled in to gift me on my last birthday. This puts me to the solution to my problem of "gifting". "Handmade giftsâ€• command a special place and respect for everyone. One might forget gifting or receiving anything random, but anything made special with hands is worth remembering forever. The "uniqueness" associated with every product made "handmade" is that special branding that bonds people together.

Moreover, any product that is not produced through the industrial mode is unique and is very less likely to be duplicated anytime. The bond between the product and the owner is strong, unlike the usual branded products, about which everyone is sure of a new upgraded version coming up in every 6 months. The pride of owning things made by hand is an ultimate feeling which again much like the products is cherished and cannot be duplicated.

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