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Why Greeting Cards are still considered to be so innovative by Aanchal Sharma

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Holidays, birthdays and anniversaries are all marked by the sending and receiving of innovative and designer greeting cards. Be it any occasion the best way to wish someone well is to gift inexpensive greeting cards to ones beloved. It is inexpensive and can be customized according to the tastes of the person who will be receiving the present. Several designer cards are available in the market which sometimes spoils us as it is really difficult to choose amongst them. Gifts are always difficult to choose as it is always a challenge to understand what would impress the receiver. The season also determines what type of cards to choose.

The wide variety of seasonal cards means that even the cards can be used to emit vibes of the ongoing season and send comfortable vibes to an ailing person. Get well soon cards with some warm wishes carrying touching lines can easily cure half the disease or at least ease off the mental backdrop in the patient. Often gifts to India are difficult to send as many of the family members might reside abroad. Then it is a convenient way to gift them by e-greetings which are the new way of wishing oneâ€™s kin. A lot of close knit families practice a gesture of exchanging greeting cards annually on a particular day to commemorate the lovely moments once spent together which always keeps the family well bonded.

The wonderful gesture of wishing someone with a delightful and chic greeting card has stood the test of time and still not given way to messages or chat services. People still prefer to wish someone by taking the pain of buying a card and writing an innovative message on it to show oneâ€™s attachment to the other person. Gifts to Delhi can be sent from a person belonging to the Indian capital from a distant city just with the help of clever shopping from a good mall where there is a good collection of fantastic cards. A lot of children have started to earn money by designing cards to finance their studies and buying an easily gettable card would only mean a noble gesture not just to oneâ€™s friend but to all these kids who need the money.

Such a practice also means that the sender has a caring attitude towards all his fellows. This aspect is hugely respected among peers and hence many still stick to this age old custom. It has been a tradition in the west to exchange cards on Christmas, Halloween and Thanksgiving. Offers from business enterprises lure customers but if a manager of a firm sends personalized and customized cards to a client it establishes a bond of belonging with the organization. Be it a business interest or a personal wish sending cards will never become obsolete. Thus it is always a smart act by any person to go to a gifts shop and buy an innovative greeting cards, write an innovative message on it and send it with flowers to the beloved one. As they say love begets love and hence such a gesture goes a long way in making a great relationship.

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