

## Why Choosing Holiday Gifts from Black-Owned New England Businesses Matters



Submitted by the Ethnic Online Editorial Team

**W**hen you buy from a Black-owned business, **you're not just buying an item — you're putting money into a business that often doesn't benefit from the same access to capital, networks or scale as mainstream firms.** This is especially meaningful during the holiday season, when sales volumes count.

**A product sourced from a Black-owned shop can carry with it identity, culture and community support. It becomes not only a “thing” but a signifier: “I chose something intentional.”** Many of the Black-owned businesses in New England leverage local supply chains, hire locally, or support community initiatives. By giving from them, you help build resilience in those ecosystems.

Gift givers become repeat customers. **If someone receives a beautiful object from a Black-owned business, they may remember the brand, tell others, and become part of that business's growth story.**

## Gift-Ideas Categories & How to Pick Them:

Let's walk through some gift-idea categories + guidance for finding them in the New England Black-owned business community.

### 1. Home Décor & Art

Think handcrafted items, culturally meaningful art prints, unique home accessories made by Black artisans. **These gifts not only beautify living spaces but also celebrate heritage and craftsmanship.** For example, curated guides highlight that Black-owned gift shops tend to carry culturally rich items that reflect identity and story. [African American Expressions](#)

**Tip:** Seek local New England artists featured in regional directories — shipping is easier and you're supporting local economy twice (artist + local business).

### 2. Self-Care & Wellness Kits

Skincare, hair-care, bath products created by Black-entrepreneurs often incorporate natural, thoughtful ingredients and narratives centered on empowerment. For example, in Connecticut, directories list beauty & wellness businesses owned by Black entrepreneurs.

[CTvisit+1](#)

**Tip:** A gift bundle (e.g., body butter + candle + journal) makes for a premium feel and supports multiple small-business owners at once.

### 3. Stationery, Journals, Books & Culturally Relevant Gifts

For someone who writes, day-dreams or engages with culture deeply, **gifts like journals, inclusive greeting cards, books by Black authors, or accessories that reflect culture are excellent.** The "Ultimate Guide to Black-Owned Gift Shops" emphasizes this category.

**Tip:** Look for items where the aesthetics align with the recipient's identity — that nuance makes the gift memorable.

### 4. Gift Cards & Experiences

Sometimes the best gift is "**choice**" — letting the recipient pick what they like. **Gift cards to Black-owned restaurants, boutiques or studios in New England enable the recipient to engage and choose their own experience.**

**Tip:** Pair the gift card with a handwritten note explaining that it's from a local Black-owned business, so the receiver understands the intention behind it.

### 5. Thoughtful Curation & Themed Boxes

If you want to hit “**wow**” status but still be intentional, **consider curated gift boxes that combine multiple items from Black-owned brands**. Platforms exist that make this effortless. For example, one online service offers build-your-own boxes from Black-owned brands. [Bifties Gifts](#)

**Tip:** Choose a theme (e.g., “Cozy Winter Night”, “Self-care Reset”, “Culture Enthusiast”) and fill with items from different local Black-owned vendors. Helps spread impact.

### **New England-Specific Logistics & Tips:**

- **Use local directories** (such as those in Connecticut, Massachusetts and region-wide) to identify Black-owned businesses. Example: The directory for Connecticut lists hundreds of businesses. [BLACK-OWNED BUSINESS GUIDE \(CT\)+1](#)
- **Check shipping timelines early:** holiday season means higher demand — ordering earlier ensures timely delivery for gift-giving.
- **Consider local pickup or pop-ups:** Some New England Black-owned businesses may offer in-store pickup or holiday markets, reducing shipping delays and allowing you to explore the business in-person.
- **Leave reviews and amplify:** After purchase, leave a review, tag the business on social media, or share your experience. That kind of “free marketing” matters a lot for smaller businesses.
- **Pair your gift with a story:** For instance — “This candle is from a Black-woman-owned business in Hartford” — which adds meaning when you hand over the gift.

**Ethnic Online, proud supporter of New England Black Owned Businesses!**