

# Boots.com says shoppers are being adventurous this Christmas



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**Press Release Summary: Boots.com reports seeing a much wider variety of Christmas gifts being sold this year, not just the standard perfumes and gift sets**

Press Release Body: From the **online Christmas sales** achieved so far this year, **boots.com** is noticing that people are being more adventurous with their gifting this year and that many recipients are going to be pleasantly surprised on Christmas morning.

While '**boots.com**' has thousands of **Christmas gifts** available, from traditional items through to some more adventurous offerings, they have already reported that they are seeing definite trends for this year's gifts coming through. **Boots** thinks there are going to be some happy people opening their stockings this **Christmas Day**, with unusual and innovative presents being bought in the run-up to **Christmas**.

Gadgets and gizmos are proving incredibly popular with [ipods](#) being one of the top sellers this year. This trend for technology continues in the emotive area of photos; **Christmas** is a time for families and can be a time to capture the moment and shoppers have cottoned onto this with the new digital photo frames flying off the '**virtual shelves**', along with digital cameras.

In addition to gadgets, 'experiences' are proving popular this year, maybe a sign that people are looking for gifts that will go down in posterity as well as the material items. Some of the favourite gift experiences include **Adopting a Vine** or **Name A Star**, as well as the more giving gifts such as [Adopt a Tiger](#) or **Dedicate a Tree**.

Even in the more traditional areas such as beauty, perfumes and foodie gifts, people are going for the more creative options, for example, looking at niche beauty brands as well as the more usual names and fun food gifts, such as the [Prima Drinks Fountain](#), rather than a standard box of chocolates.

#### **About**

#### **Boots**

**Boots** is the UK's leading [health](#), beauty and [toiletries](#) retailer, with thousands of gifts from prestigious brands, as well as exclusive lines that can't be found anywhere else, either on the high street or online.

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**Web Site:** <http://www.boots.com>

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