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Exit Through the Byredo Gift Shop

For Byredo's holiday offering, the brand presents a creative landscape of products, inspired by Ben Gorham's personal Indian heritage alongside a collective nostalgia for family traditions and childhood festivities. Using the vivid visual language of Madhubani painting, everything from pale wooden cases to limited-edition gift wrapping is marked by artful decoration (interpreted by Bihar-based artist Mamta Devi), while Byredo cult classics are recontextualised and offered alongside elevated evolutions of festive novelties. This is the gleeful spirit of festive abundance, refined and reflected through the idiosyncratic Byredo gaze.

The Ultimate Gifts

Drawing on the arts and craft spirit of Madhubani, Byredo introduces a series of collector's edition boxes. Painted with Mamta Devi's colourful, geometric accents, and containing an array of the brand's best-selling fragrances and makeup, they represent the ultimate in luxury gifting: whether a complete gradient of lipsticks, an assortment of scented candles presented alongside a wick-trimmer, or a vanity case stacked with drawers of jewel-like cosmetics.

The Festive Novelties

Ranging from an ornately-constructed holiday mobile to a fantastical snowglobe and Madhubani matchboxes, festive novelties are transformed into deeply desirable collectibles. Hand-dipped candles and logo-printed lighters sit alongside boxes of chai tea and unique holiday ornaments, evoking Ben Gorham's memories of the season and providing a thoroughly chic iteration of stocking fillers.

The Wave of Newness

In perfect harmony with the season's theme, Byredo's latest fragrance, Mumbai Noise, sits alongside three shades of the newly launched Kajal Pencil. A collector's edition, all-black Eyeshadow 5 Colours, Fêtes Noires, has a clear festive allure, alongside the debut of two new cult Byredo products: the deep berry Mad Red Lipstick and the All-in-One Refillable Eyebrow Pencil. A triptych kit of incense sticks, in cult Byredo scents, completes the offering alongside a hand-blown glass mushroom that operates as an accompanying incense chamber, with smoke gently billowing from beneath its cap.

The Bestsellers, Boxed

To contextualize customers' favourite Byredo products for the season, Mamta Devi's mesmeric designs are applied with a modern, minimalist approach to in-store shopping bags; tangerine ribbons tied around gift boxes stuffed with brightly coloured shredded paper; an assortment of stickers, from family photographs to mangoes, made available to customize products and packaging. A series of leather makeup pouches, hand-made in Italy and available in a saturated spectrum of colour, provide the ideal accompaniment to any makeup gifting. From product to presentation, Byredo has you covered.

A Deluxe Gift Card

For those who prefer to offer alluringly-packaged choice as a gift, Byredo introduces a new, immersive experience: a deluxe set of samples encased alongside a gift-card for a full-sized perfume. Now, you can hand over a boxed present, but still let your recipient pick their own favourite fragrance at their leisure.

The Gift Generator

At a loss for what to buy? Don't panic. Instead, head to [Byredo.com](https://www.byredo.com), where our AI gift generator asks you a series of psychological and emotional questions and makes suggestions accordingly. This season, there's simply no need for stress.