

# Unique Gift Basket Business Wins Rave Reviews

By H. C. Miller

The world of gift giving has been renewed and invigorated since *Two Blondes and a Brunette* burst onto the scene in 2002. "The company began as a mission to transform the lowly gift basket into a veritable work of art," says Adriana Ellis, who operates her business from her west end home while caring for a young family.

The business began in Winnipeg and the three founders were greeted with such acceptance of their concept that they decided to expand. "They were young entrepreneurs who did quite well even in their first year, and received such positive feedback that they decided to branch out into other cities," she says. "It's successful because we are in tune with what our customers like to have in their gift baskets. They can pick from an attractive array of pre-assembled choices, or they can tell us specific items to include."

Gift baskets for the parents of a new baby are popular requests. "We can put in almost anything, such as baby skin care products, change pads, diaper bags, whatever you can think of," she says. "And for all baskets, we have a lot of bath and body products, and unique gourmet food that's not available locally as we have suppliers from all over the world who only sell wholesale and their goods are not available to the average person." Baskets can include chocolates, novelties, candle and soap sets, sugar-free mints in a designer tin, and numerous other delightful things. Gift baskets for men are also available, often arranged in a keepsake box or seagrass basket and including items such as cinnamon spiced pecans, chocolate sushi, or dark vanilla massage oil.

Orders can be phoned in to 934-1576 or placed online at [www.twoblondsandabrunettegiftco.com](http://www.twoblondsandabrunettegiftco.com). "I keep baskets made up and ready to go, but can also take orders for specific items, which may require a few extra days," she explains. "Customers should call as early as they can to ensure we can fill particular requests." There are baskets suitable for friends, family, wedding attendants, and corporate occasions. Men love the idea of surprising the special woman in their lives with a few little luxuries to make her feel pampered, delivered in a fuchsia hat box with matching boa trim.

The items are placed in a container which can be utilized after, such as leather photo boxes, or a decorative pail in which a gardener's or hobbyist's items were placed, to name just a few, she adds. An especially popular service is the filling of an order from someone who lives in another city but wishes a gift basket delivered to a loved one or friend here in Edmonton, or a capital area resident who wishes to send a basket to someone in another city in which the franchise exists.

The idea of gift baskets is

catching on amongst celebrities too. Some of Hollywood's most recognizable talent agencies have sent baskets throughout North America to such big names as Donal Logue of *ER* and Drea de Matteo of the *Sopranos*. Indulging someone special with a luxurious celebrity basket is always a well-received idea!

Ellis will be especially busy in April when administrative professionals are celebrated as her service is popular with employers, but the flow of orders is steady throughout the year. Employers have also discovered that she can provide a unique gift with little effort on their part to honour a worker who is moving on or retiring, having a baby, or whatever other reason. Or it may be a valued customer who is treated with a gift basket, and for those whose memories are challenged, orders can be placed well in advance, so the gift is not forgotten when the day arrives.

"We do all the work and the person being honoured is recognized, so it's a win-win situation," concludes Ellis. "We can devise the perfect gift for the occasion and we have plenty of creative ideas and fabulous products that we would love to share with you."

It Ha



Staff and student Torab School last wore costumes, t and everyone enjo

Councillor - Ward 1  
**Linda Sloan**



Best Wishes  
for a  
Happy  
Passover.

496-8122 EMAIL: [linda.sloan@edmonton.ca](mailto:linda.sloan@edmonton.ca)  
WEB: [www.lindasloan.com](http://www.lindasloan.com)

compu  
spring  
MEG  
DOOR CRASHER  
FANTASTIC  
PRICE!  
#march