

An end to present tension

TEXT: SALLY TIPPER | PHOTOS: COURTESY GIFTS BY SIR

Four friends have a present for you – a personal shopper that promises the perfect gift for every occasion.

Looking for the ideal gift for friends or family but do not have the time to scour the shops? Leave it to Sir. Gifts by Sir is a free app developed by four friends in Belgium who had all found themselves in the same situation time after time: stressing over finding that perfect present. So they came up with a virtual shopping assistant that does the hard work for you.

“Just specify your budget, answer a few yes or no questions about the lucky recipient and in no time, Gifts By Sir will come up with ideas for an original present,” explains Vincent Pirenne, who set up the company with friends Dries Vandermeulen, Manu Vollens and Stein Vermeulen.

“There’s a suggestion for every budget,” he adds. “One of our best-sellers is a handmade leather notebook by Midori. It’s the ideal gift for

creative types and travellers. We work with local businesses to ensure we can offer this sort of unique object, and help people surprise friends or family with original gifts without the hassle.”

The app uses a smart algorithm to work out which gifts to offer to any recipient, be they girlfriend, husband, sister, dad or friend. Customers pay directly through the app and

arrange for objects to be gift-wrapped and delivered to their door.

Gifts by Sir is free, and currently only available in Belgium. Just a few months since its launch, it has already been downloaded thousands of times.

www.giftsbysir.com



LEFT: Co-founder Vincent Pirenne. RIGHT: This handmade leather notebook is one of the company's best-selling gift ideas

Home from home



4 central London locations

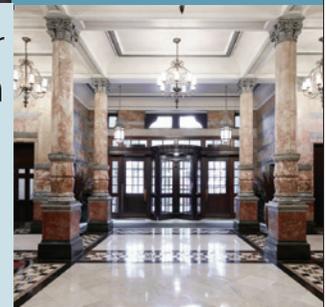
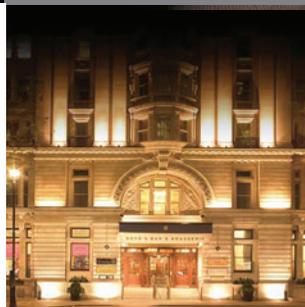


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