

# TURNING INTENTIONAL GIFTING INTO PROMO GROWTH, **WITH LLD GIFTS**

From Everyday Inspiration to Real Connections in Promo Through ASI Events

If you've ever wrapped yourself in a cozy blanket after a long day or admired a beautifully crafted serving board displayed on a kitchen counter, you understand the kind of everyday comfort and thoughtfulness **LLD Gifts** ([asi/65983](https://asi/65983)) is built on.

We sat down with founder and CEO Lauren Lash and learned that **LLD Gifts** entered the gifting space with the idea that gifting should feel intentional. **LLD Gifts** specializes in elevated, meaningful products. From personalized blankets with engraved patches to high-end charcuterie boards and curated gift kits, LLD provides the gifts that make a house a home. For years, the brand thrived in direct-to-consumer channels, building a loyal following and earning recognition as a top Etsy shop.

But about a year ago, Lash saw something more. She saw promo.



***"I've always believed gifting should feel personal, not transactional."***

## A NATURAL STEP INTO PROMOTIONAL PRODUCTS



LLD Gifts didn't set out to enter promo. The opportunity came organically.

As the brand grew, companies began reaching out directly, asking for branded gifts in bulk. Law firms, real estate teams and corporate clients wanted more elevated gifts that felt meaningful, not mass produced.

**That's when Lash realized promo wasn't a departure from LLD's mission; it was a natural extension of it.**

After less than a year in, promo now represents 10% of LLD Gifts' total business – a significant milestone for a company new to the industry.

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## YOU CAN'T REPLACE REAL CONVERSATIONS

For Lash, success in promo quickly became about connection.

That belief was solidified through **ASI's hosted-buyer events, where meaningful one-on-one conversations** replaced her feeling of rushed booth interactions. Instead of pitching products, Lash focused on listening, learning and building trust with each buyer.

The result? A tenfold return on investment from her first hosted-buyer event, driven by relationships that turned into repeat business and long-term partnerships. This opened the doors to ongoing collaboration.

**LLD Gifts saw a tenfold ROI on hosted-buyer events.**

***"Distributors don't just want products – they want partners."***

LLD Gifts found its place in promo by **helping distributors elevate the entire gifting experience.**

Beyond branded products, LLD supports distributors with kitting, handwritten notes, premium packaging and blind drop-shipping directly to recipients. Whether it's a small corporate thank-you or a large-scale healthcare shipment of 700 units, the focus remains the same: intentional gifting that feels human.

This approach allows distributors to deliver promo that stands out without added complexity.

## INSPIRATION FOUND AT HOME

Product innovation at LLD Gifts often starts with everyday inspiration.

Lash regularly looks around her house at items she enjoys and asks how they could be improved for promo. This mindset combines lifestyle appeal with thoughtful branding, helping LLD continue to expand its promo offerings while staying true to its roots. This ensures their goal of translating real-life moments into meaningful branded experiences.



## GROWING WITH CONFIDENCE

Entering a new industry can feel overwhelming, and Lash is open about the learning curve that came with promo. But **with ASI® by her side, she was guaranteed consistent support, clear onboarding and the ability to grow at her own pace**, making the transition manageable.

Looking ahead, Lash plans to continue investing in hosted-buyer events, expanding her visibility and deepening relationships across the promo community.

***"Once you commit to making connections within ASI, everything changes"***

## A STRONG START TO AN EVEN STRONGER FUTURE

In just one year, LLD Gifts has transformed promo into a meaningful growth channel, powered by relationships, thoughtful products and a clear sense of purpose.

With continued participation in ASI's events, expanding buyer partnerships and a commitment to connection, LLD Gifts is just getting started.

