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The Prettiest Wrapping Paper for the Holiday Season

BY JULIE TONG
December 12, 2019



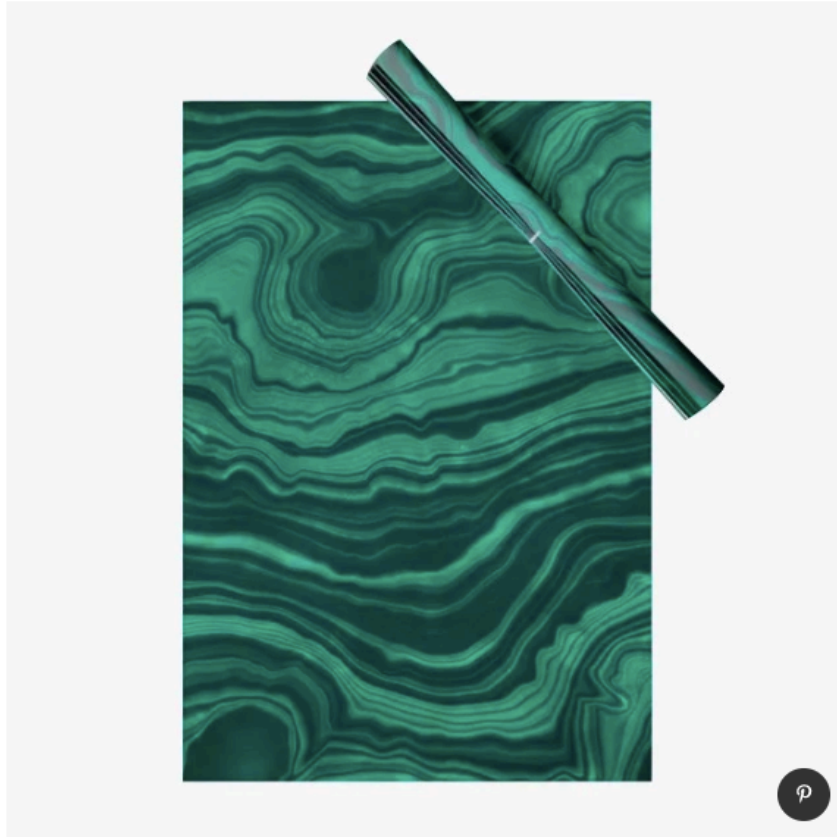
Photographed by Grant Cornett, Vogue, December 2014

Part of the joy of [holiday](#) shopping is anticipating the look on a friend or family member's face when he or she tears open your gift. But what of the poor wrapping paper? Crumpled on the floor, it usually gets quickly discarded. While some eco-conscious and frugal gift givers already recycle their gift-wrap, one way to encourage more people to do so is by using paper that's too pretty to rip.

As you head into prime shopping mode and search for the perfect gifts for your [fashion-obsessed friend](#), [beauty and fitness guru](#) relative or [tech-loving](#) sibling— ditch the generic holiday wrapping paper from your local store and consider ones that are creative yet still festive. Take for example, one designed with Gray Malin's sandy beach imagery or another crafted from Homie, whose Italian prints date back to 1931.

Below, 11 beautiful Christmas wrapping paper options that will spark joy before (and after) the gift is opened.

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Aloke Design malachite texture wrapping paper

Vivid and dreamy, this one's a keeper.

~~\$\$\$~~ \$9
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To view the full story: <https://www.vogue.com/slideshow/best-wrapping-paper>