BHN

As a fashion brand, are gift cards 6% or more of your sales?

4 ways gift cards can amplify your sales

Launching and growing a successful fashion business is challenging. Gift cards offer a straightforward way to increase revenue, attract new customers, and reduce costly returns. Here's why they matter.

1 Gift cards deliver big sales in a small footprint

Gift cards generate more revenue per square foot than other product categories and don't tie up inventory dollars.[2]

2 Shoppers love gift cards, especially in fashion

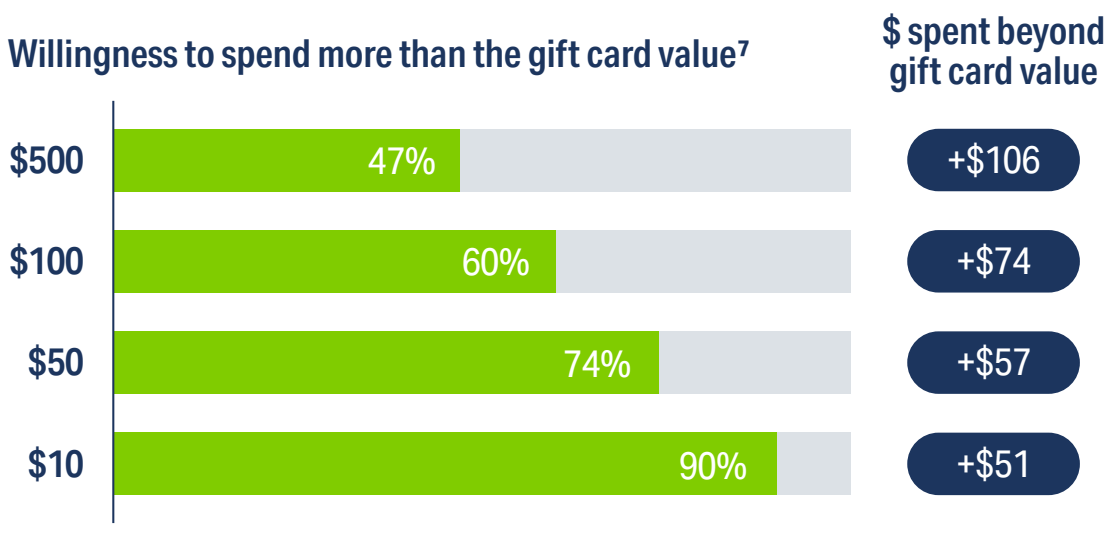
Gift cards have topped holiday gift lists for 18 years and are popular year-round for birthdays and celebrations.[3]

With 80% of consumers purchasing gift cards, fashion emerges as a standout category.[4] Clothing is the leading online product category for U.S. digital buyers across all age groups (18–65), especially millennials and Gen Z.[5]

Gift cards resonate in fashion because they give recipients the freedom to choose their preferred size, color, and style. They also appeal to retailers by minimizing the hassle of returns and easing the burden on customer service—delivering value for both shoppers and brands.

3 Gift cards bring in new buyers and increase spending

Gift cards bring in new customers—35% of younger generations and 19% of older generations received one from a fashion brand they hadn't purchased from before.[6] They also lead shoppers to spend more than the card's value, boosting incremental revenue.[7]

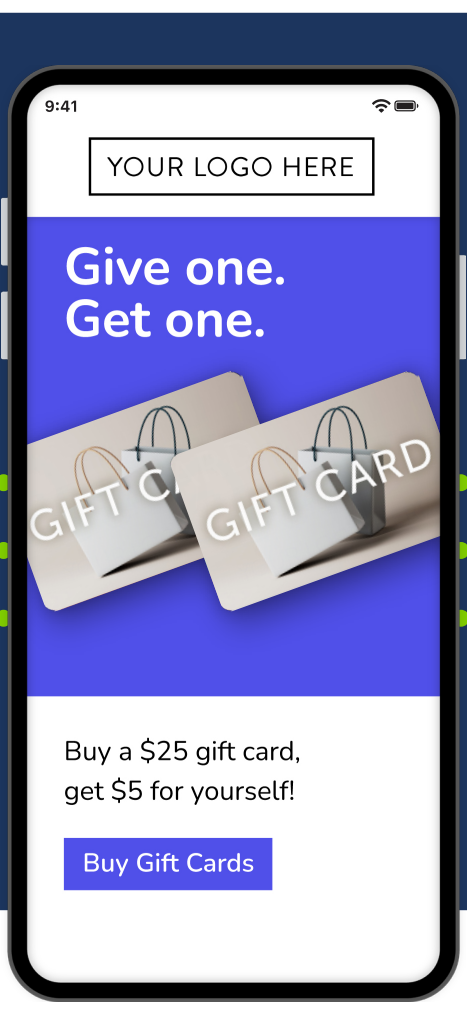


4 Gift cards are better than discounts for promotions

Gift card promotions outperform traditional discounts, proving:

- **15%** More appealing to shoppers
- **16%** Higher marketing ROI.[8]

They also drive repeat business and expand cross-selling opportunities.[8]



Talk to BHN

With BHN's industry-leading digital gifting platform, gift card programs are simple to set up and fully customizable. The platform delivers a seamless experience and makes it easy to launch and integrate into your sales strategy.

With gift cards aligned to your brand and website, you'll increase engagement and convert casual browsers into loyal customers.

Ready to start, grow, or optimize your gift card program?

Contact a gift card expert today

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1. *Blackhawk Network Sales Team Insights, 2021*
2. *Multinational Merchant Gift Card Omnicommerce Evaluation, NAPCO Research, 2022*
3. *Holiday by the Numbers, National Retail Federation, 2024*
4. *Blackhawk Network EQ Global Spring Gifting Study, 2025*
5. *EMARKETER Ecommerce Survey, 2024*
6. *Blackhawk Network EQ 2024 Post Holiday Research, 2025*
7. *Blackhawk Network Internal Data, 2019*
8. *Next Generation Promotions, Aberdeen Research, 2024*

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