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Emotely Launches a More Personal Approach to Digital Gifting, Built Around Feelings Rather Than Occasions

New platform combines personalized artwork, meaningful messages and optional gifts, while Group Emotes let friends, families and coworkers create something together

NEW YORK - September 2, 2026 - Emotely, a new digital gifting platform designed to make online gestures feel more personal and meaningful, has officially launched at **sendemotely.com**.

Rather than beginning with traditional occasions such as birthdays, anniversaries or holidays, Emotely starts with something more fundamental: **how you feel about someone**.

Users can choose feelings including appreciation, support, encouragement, affection, celebration, "just because" and "thinking of you," then create a personalized Emote that brings together original artwork, a written message and, optionally, a gift.

> "I kept coming back to the idea that most gifting experiences begin with the calendar - *What's the occasion?* - when often the real reason we reach out to someone is much simpler," said **Nick Cox, founder of Emotely**. "You appreciate them. You miss them. They're having a difficult week. You're proud of them. Or you just want to make their day a little brighter. Emotely was built around those feelings."

Each Emote is designed as an experience rather than simply an electronic card or gift-card delivery. Recipients open their Emote to reveal personalized artwork and the sender's message, with gifting integrated into the same experience when included.

Creating meaningful moments together

Emotely has also launched **Group Emotes**, designed for occasions when a group of people wants to recognize someone together.

Friends, relatives, classmates or coworkers can contribute their own messages and photos to a shared Emote. They can also optionally contribute toward a group gift, allowing the organizer to bring the messages, memories and gifting together into a single recipient experience.

Group Emotes can be used for birthdays, teacher appreciation, farewells, weddings, new babies, retirements, team celebrations and other shared moments - while still maintaining Emotely's focus on the sentiment behind the gesture.

> "Group Emotes extend the same idea behind Emotely: start with the person and the feeling, then bring the artwork, messages, memories and gift together around them," Cox said. "The goal is for the recipient to experience one thoughtful gesture created by everyone involved."

The platform also allows contributors to keep messages private for the recipient when appropriate, while organizers can manage participation and gifting without exposing individual contribution amounts.

Digital, without feeling impersonal

Emotely was created in response to a tension Cox saw in digital gifting: convenience has improved enormously, but much of the emotional experience can be lost.

A gift card can arrive instantly but feel transactional. A message can be thoughtful but disappear into a text thread. Traditional electronic cards often begin with a template designed around an occasion.

Emotely instead combines the convenience of digital delivery with artwork and presentation intended to make the recipient stop, open and experience what someone has sent them.

The platform supports both individual and group experiences, with users able to create Emotes directly online at **sendemotely.com**.

> "Technology should make it easier to be thoughtful, not make thoughtfulness feel automated," Cox said. "That's ultimately what I want Emotely to be: a platform for meaningful human moments."

About Emotely

Emotely is a digital gifting platform built around feelings rather than occasions. Users create personalized Emotes combining original artwork, meaningful messages and optional gifts, while Group Emotes allow multiple people to contribute messages, photos and funds toward a shared experience.

Emotely was founded by **Nick Cox** and is available at **sendemotely.com**.

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