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Michael's® Debuts 10-Minute Custom Framing for Just \$29

The new in-store service instantly transforms digital memories into printed, professionally framed, and gift-boxed keepsakes in 10 minutes or less

- Michaels' 10-Minute Custom Framing converts a digital photo into a printed, framed and gift-boxed keepsake for only \$29 and in 10 minutes or less.
- Customers can choose from two frame sizes and four finishes with or without a mat board.
- The service is available now in over 500 stores and will roll out chainwide by February 2026.

IRVING, Texas, Nov. 18, 2025 /PRNewswire/ -- [Michael's](#) is continuing to fuel the joy of creativity and celebration with the launch of [10-Minute Custom Framing](#), an ultra-fast, personalized in-store service that transforms digital memories into gift-ready keepsakes – all in just 10 minutes or less. Now available in over 500 stores and rolling out chainwide by February 2026, the new service allows customers to upload a photo directly from their phone, choose a frame with the help of a Michaels framing expert, and leave with a printed, framed and gift-boxed memory for only \$29.



According to [Michael's Creativity Trend Report](#), meaningful gifting is on the rise and "Gifting with Love, Not Labels" is trending, with the search term "personalized gifts" up 719%

on the Michaels website. Whether you want to create a thoughtful gift or add a personal touch to your home, Michaels' new framing service delivers on speed, simplicity and standout value.

Frame Your Memory in 3 Simple Steps

- **Select:** Instantly upload any photo straight from your phone in-store.
- **Design:** Choose from two frame sizes (8x8 or 8x10) and four frame finishes (Black, White, Brown, or Natural), with the option for a mat board.
- **Collect:** Leave with a printed, professionally framed, and gift-boxed keepsake in 10 minutes or less.

"As the only retailer to offer a service of this speed and convenience, our 10-Minute Custom Framing is transforming how customers think about quick, beautiful personalization," said Nicholas Bertram, President & Chief Operating Officer at Michaels. "This service is fast, truly hassle-free, and delivers incredible value. It's the perfect one-stop solution for a thoughtful last-minute present or a simple way to instantly personalize any space."

Michaels' 10-Minute Custom Framing is now available in select stores, with a complete chainwide rollout planned by February 2026.

To learn more and find a participating Michaels store near you, visit www.michaels.com.

The Michaels Companies, Inc.

At The Michaels Companies Inc., our purpose is to fuel the joy of creativity and celebration. As the leading destination for creating and celebrating in North America, we operate over 1,300 stores in 49 states and Canada and online at Michaels.com and Michaels.ca. The Michaels Companies, Inc. also owns Artistree, a manufacturer of custom and specialty framing merchandise. Founded in 1973 and headquartered in Irving, Texas, Michaels is the best place for all things creative. For more information, please visit www.michaels.com.

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