Dear [Recipient's Name],

I hope this message finds you well. I wanted to reach out to sincerely apologize for the mix-up regarding the gift I gave you. It was never my intention to overlook your preferences, and I truly regret the misunderstanding.

Upon reflection, I realize that I should have taken the time to ensure that my gift was more suited to your tastes. I appreciate your understanding and patience regarding this matter.

In light of this, I would love to offer you something more fitting. Please let me know what you would prefer, and I will do my best to make it right.

Thank you for your understanding. I value our relationship and look forward to continuing to make it stronger.

Warm regards,

[Your Name]

[Your Contact Information]