



THE SMART SALE SHOPPER'S SUCCESS GUIDE

Shop Like a Pro and Find Those Gems

1. **Have a plan!** If your goal is to save money and find great things, then you'll need a plan to stay focused. The best sale item is something that you actually need that is a better price -- or that you see that could easily fit into your wardrobe because it is your best color or coordinates with the general palate and style of your wardrobe.

It is wise to always show up at a sale knowing what you need and what is missing from your closet or you may surely be doomed to buying extraneous things and gathering mistakes instead of gems. And if you stumble onto a sale and feel the siren song drawing you in...just back away...and return with your plan in hand.

It could be a charcoal gray sweater that makes 3 other things in your closet more wearable or a printed top that has an outfit sing -- or perhaps the perfect belt to finish off an outfit, a pair of flats, good looking pump or hot boots to pull together a look.

Metaphysical tip: I like to keep a running list in my handbag of what my wardrobe needs to be well rounded - - and then I let the Law of Attraction bring it to me. I will invariably stumble over it. Without such clarity or list, no such miracle can happen.

2. **Does this have staying power?** The smart shopper is looking ahead to next fall/winter when investing late in the season -- so ask yourself, is this dress-like sweater going to be "over" next fall (i.e. a trend) or does it have staying power 8 to 9 months from now when I'll wear it even more? There will always be trendy things on sale.
3. **Classics** are not the most fun to buy but they are critical. You can be sure they'll always be useful and will work easily into the wardrobe when the season rolls around again -- no matter what the trends. Buying classics can make you a winner.
4. **Keep and eye out for the gems** - that is, special items that can stand alone without much need for coordination (as in, it will always go with something black or jeans) and that perhaps you'd never splurge on. Sales are a good time to hold out for the great items that may be more expensive than you're willing to spend at full price -- such as a beautiful jacket or coat or that power bag you've had your eye on - or boots that are always costly -- maybe a key accessory that pulls an outfit together like a dazzling belt or piece of jewelry.

Here's an idea -- why not save your entire sale shopping for just one great thing? If you're one that thinks more is better -- consider the approach of having fewer pieces of better quality. This strategy will enhance your powerful presence and have you present a more successful image.

5. **Do I LOVE it?** The bottom line and first criteria is always that you love what you're wearing and how you look in it. It is a high standard but with a little discipline it is achievable. If you have the intent, and take the time to find clothes that you love, you will have a great wardrobe that has you look your best -- all the time. What happens more often is that we settle for a sub standard group of "alright-looking-body-covering" instead of outfits that sing our praises!
6. **Does this item easily blend into my wardrobe or require a coordinate?** If it's say, a printed skirt -- be sure that it will not require an impossible search for a chartreuse top. I like the rule of black and white. If it goes with black or white then you can easily make it work. Otherwise walk away.
7. **It has to fit.** Promise yourself to not skimp on fit because of price. Or if it's such a great deal that you had to buy it 2 sizes too large -- you'll definitely take it to a tailor for perfecting (which could then eat up your savings if it's not the buy of the century).

For more information or to schedule a complimentary initial consultation, fill out the Contact Debra form or call 505-986-9078.