

Style Council

Julie Torrance (pictured) is a local Image Consultant and Personal Stylist – she shares some of her vast experience with the readers of All Things Local.

Sales often make expensive mistakes

I spend my life seeing reduced labels hanging off garments in clients' wardrobes - obvious evidence of impulse buying! We often buy in sales because the garments are cheap. We like the colour or style but very rarely give any thought as to whether it mixes with anything else in our wardrobe or suits our body shape or our life style. If you're desperate to spend and really must go to the sales then think classic. Invest in some quality tailoring at a price that won't break the bank; think about building that basic wardrobe, a classic white shirt could turn out to be a great bargain that is worn throughout the seasons ahead. Remember items on the sale rail are there because they haven't sold well, before you spend your hard earned cash ask yourself:

What am I going to wear this with?

Will this make 3 or 4 different outfits with what I already have in my wardrobe?

Does it suit my bodyshape, and will I get plenty of wear out it?

If the answer is no to the above then it is not a bargain it will be a waste of money! Please, please, please.....do not:

Buy something that is too big. Alteration doesn't always work and can be more expensive than your purchase. Buy something that is too small thinking you are going to lose a few pounds - it rarely happens! Buy something just because it's a bargain. It won't have any friends in your wardrobe and will be an expensive mistake.

Good luck and think before you spend!



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