

# FLIGHT SCHOOL

**Shopping with  
Savvy**

**4/2/22**

Whenever I shop, my goal is to buy the things that I love for the lowest price possible, bottom-line. Here are a few of my common practices that allow me to save loads of cash.

- **PRIORITIZE SHOPPING DURING CURRENT SALE-** Fashion retail is a business and often retailers implement complex marketing tactics to maximize their profits, and as consumers we are the primary source of their revenue. A new fall collection is always awe-inspiring and so enticing to just buy what you want in the moment, which is mainly how this business model works so effectively. Myself, I couldn't rest well knowing that I could've gotten the exact same jacket for 70% cheaper. Make note that this is the same reason why certain items sell out soon after hitting the racks, customers see it, love it and just have to buy it on the spot. Due to their substantial popularity, certain trending items won't have a chance to make it to sale season. If need be, be vigilant and inquire within to get an idea of their current inventory, then you'll be able to gauge whether you should wait until the item is on sale or chance it. Be especially mindful of indicating signals when shopping online such as "Low in stock", or "Last one in stock".
- **EXPLORE THEIR REWARDS SYSTEM-** When people hear the term "rewards system" they often acquiesce to their natural reflex which says "no thank you", with the assumption that some form of a credit check or a credit application is involved in the process when that's not always the case. I often venture to explore the offerings of several designers because I love their work, however I tend to shop mostly at a few of my favorite retailers whom have won me over because of their extremely generous reward systems. G-star for example is one of my favorite brands to buy especially online because of their ever prevalent 20% off discount. When shopping at UO I literally save \$50 for every \$150 that I spend.

- **LEARN THE RETURN POLICY EXTENSIVELY-** Most people assume that they have 30 days to return an item in unworn condition with all the tags attached, which is the case about 70% of the time. In some other cases, you may only have 14 days to get a refund, or 7 days with the choice of only receiving merchandise credit. Fortunately, there are several other retailers with more liberal return policies. Department stores like Nordstrom for example allow you to return items well over 30 days (you might literally have years to return an item), depending on the item's current condition, which raises another topic. Although it is regarded as an unethical practice, wardrobing simply happens and is costing retailers billions per annum. Wardrobing is the act of wearing an item with the intent to return it afterward. This is a huge problem for most retailers but rest assured, these businesses have measures in place to identify sketchy shoppers and their habits. The point is that certain retailers actually allow their customers to return visibly worn or used items, as long as it does not become a habit. Otherwise, it is just considered a courtesy, and a sign of how much they appreciate you and your consumership!
- **GET ACQUAINTED WITH THE CS DEPARTMENT-** If you mainly shop in store as opposed to online, you could be missing out on another resource to save you more money. The customer service department is dedicated to addressing any of our needs regarding online orders. They can be extremely helpful, and are able to administer price adjustments and discounts over the phone!

**Thanks for reading and I hope you save tons while shopping this season!!!**