**A bad investment**

I just purchased the latest edition of a leading international fashion magazine. (name kept anonymous due to obvious reasons)After thoroughly scrutinizing its content, I came to a conclusion.

I had been deceived. Like many of the millions of innocent victims that fall prey to the high rising corporate market and end up paying more than thrice of what a product is usually worth, I too was duped. It’s not only about the cost you see, it’s about utility. Us ‘middle-class’ people think twice before purchasing any item, only under the pretext of saving every penny. And to what extent? We even reuse some of the commodities purchased.

Well in this case, I must say, not only did I not derive any useful information out of this magazine, but also ended up feeling miserable about not having any of those high end branded clothes that the skinny models have posed wearing. Why did I even purchase the magazine in the first place? Maybe the flashy cover page or the gossip on all the Hollywood stars and their fashion faux pass or just out of my feminine nature. Honestly, I did look at the price before putting it onto my cart, but thought I’d give it a shot.

Half the magazine was just advertisements. Oh come on now, every page I flicked mentioned either a watch, a shoe line, a jewellery brand etc that had pictures of an internationally acclaimed personality endorsing it. I have nothing against this, except for the fact that, I didn’t pay for those pages. I would never dream of buying out of those brands. Why? Well because I spend cautiously, not to waste giving my hard earned to further enriching a brand. Also to people like me, buying out of a small retail shop not only fits within the budget, but also serves the purpose without additional expenditures. Apart from the numerous advertisements were sporadic installments of information regarding ‘style’ that was ‘in’ this season accompanied by pictures of fashionable apparel and the various themes that go along with it. Yes, the information updates you about the trendiest clothes line in Paris or the most stylish hairstyle this year or what shoes that George Clooney wore to a party. But, will I ever use this random piece of news? Not really. Not because I may never get to buy it but because it has no relevance in my life. Angelina Jolie may sizzle in a onetime only creation of Prada or Gucci, but such circumstances will usually not occur to a middle class girl living in India.

The conclusion I derive ( for myself, I don’t speak for others)out of all this is that, first of all, products from such high end brands are to only be taken note of, not dreamt to be used. Neither is the question of affordability answered nor is its usage defined in my existence. Of course, even if the above two factors are over ruled, some people may want to purchase such creations for personal satisfaction for which I cannot vouch.

The only thing that saved me from barring myself from buying such expensive merchandise out of pure girl instincts was the editor’s note. Not only had the person kept it short, but had also done a beautiful job of incorporating the entire magazine’s contents into one page. Next time I look at such a magazine wanting to buy it, I’ll hit the cheaper road by reading just the editor’s note (in the super mart itself!)