



**How to Shop Like a Pro
In End-of-season Sales
*(Without the Stress,
Crazy Overwhelm or
Wasting Money)***

Who am I?

- ▶ Natalie Svikle, personal stylist and shopper with 12 years' experience
- ▶ Worked with thousands of women across Europe
- ▶ Ran a personal shopping department for a luxury retailer
- ▶ Seen countless wardrobes, and shopped for an insane amount of clothes for clients of all ages, sizes, budgets and lifestyles
- ▶ Clients range from Senior Executives and CEOs to stay-at-home mums



what we'll cover

- ✓ How to prep your wardrobe before sale shopping
- ✓ Typical strategic mistakes that are costing you money
- ✓ How to structure your shopping list and how to budget
- ✓ What to look for in the stores and what to buy online
- ✓ Tips and tricks for productive shopping

**STARTING POINT:
YOUR CURRENT WARDROBE**

**Must-do homework before
sale shopping**

Must-do homework before sales shopping

1. EVALUATE YOUR WARDROBE TO DISCOVER:

- ◆ Which segment of your wardrobe requires the most attention?
- ◆ What pieces in your wardrobe are on their last breath?
- ◆ Which pieces don't get worn because there is something missing?

Must-do homework before sales shopping

2. PUT YOUR WARDROBE NEEDS ABOVE YOUR WANTS

- ◆ Create a shopping list based on gaps you identified
- ◆ Calculate the budget so you can plan in advance

How to calculate the budget

1. Coat - 200€
2. V-neck jumper - 100€
3. Rollneck jumper - 100€
4. Skirt - 70€
5. Trousers - 70€

TOTAL: 540€

Must-do homework before sales shopping

2. PUT YOUR WARDROBE NEEDS ABOVE YOUR WANTS

- ◆ Create a shopping list based on gaps you identified
- ◆ Calculate the budget so you can plan in advance
- ◆ If the budget doesn't stretch to cover everything, give priority to burning necessities and pieces that will give you at least 3-5 combinations in your existing wardrobe

Must-do homework before sales shopping

3. KNOW WHAT WORKS

- ◆ Know what you like, what suits you and where you are going to wear it to

Must-do homework before sales shopping

4. STEP OUT OF THE COMFORT ZONE

- ◆ Look for fresh inspiration and new styling ideas IN ADVANCE – don't decide to start experimenting when you are already in the shops!!
- ◆ Find 2-3 pieces you like and do extensive research on how they need to be styled. Make sure you have the right pieces to co-ordinate with in your wardrobe.

- Women
- Chic
- Classy
- Ideas
- Minimal Classic
- Winter
- Simple
- Mens
- 2018
- Shoes
- Sweaters
- Grey
- Pencil Skirts
- Blouses
- Cardigans
- Trousers
- Christmas Gifts
- Black P...



THE ULTIMATE OBJECTIVE

- ✓ **to know your wardrobe needs, exact pieces to look for & what they are going to cost you**

But here is what's happening in reality...

YOU SHOP WITHOUT A SOLID PLAN

You don't properly think through the things you are buying so as a result:

- ⊗ Clothes don't mix & match properly
- ⊗ You end up with incomplete looks
- ⊗ You often have to spend more money to make that item work
- ⊗ You waste your budget

**YOU MAKE YOUR PURCHASING
DECISIONS WITH YOUR HEART,
NOT WITH YOUR HEAD**

**Buying on impulse is buying without
thinking about the consequences.**

Bargain – something on sale at a lower price than its true value.

WHAT IS THE VALUE OF SOMETHING THAT DOESN'T GET USED?

You are waiting for things to catch your eye

*And more often than not you get distracted by the wrong things
before you come across the right ones*

Instead: Have a specific list of purchases and look for those ONLY
Don't shop for more than 4-6 items at a time.

**I get overwhelmed by a ton of clothes,
messy rails and crowds of people**

You look at everything instead of focusing on what you need.

Instead: Know the specifics of things you are looking for:

1. The type of garment
2. Colour
3. Cut

'I can never seem to find things to fit me'

You are trying on the wrong things to start with.

Instead: Have a very clear idea what works for your shape: cuts, lengths, fabrics, colours, proportions, etc.

Treat sale shopping as retail therapy and you'll go home with things that will have a low return on investment.

Approach it strategically and you can upgrade your wardrobe even on a very modest budget.

QUESTION EVERYTHING YOU BUY!

**Make sure you can create at least 3
complete looks with the new purchase
within your existing wardrobe
&
can think of at least 3 different colours to
co-ordinate with**





**If you can't create at least 3 looks or can't
think of more than 1 or 2 colours –
THIS IS NOT A GOOD BUY!**

⊗ You'll be creating an OUTFIT

PREPPING FOR SHOPPING

- ◆ Identify in advance which shops you'll visit

2 Approaches

- ◆ Shop in your usual brands (same price range as you shop at full price)

- ◆ Shop in brands that are outside of your budget at full price (also outlets)

- ◆ Add items you are interested in to the shopping cart.

- ◆ Sign up to brands' newsletters to get notified of the start of sales.

SHOPPING LIST



COAT:

Cut – cocoon or straight, below the knee or midi

Colours – taupe, camel, light grey or beige

Budget – 200 euro



KNITWEAR (to wear with)

Cut – 1 V-neck and 1 roll neck

Colour – block colour, deep reds, cream, blues, olive, camel

Budget – 70 to 100 euro per piece



**Be as specific with your shopping list
as possible!**

Always take note of colours and cuts!

WHAT TO BUY IN WINTER SALES



COATS



FOOTWEAR



KNITWEAR



OCCASIONWEAR



BLAZERS



ANY WARDROBE STAPLES



GLOVES



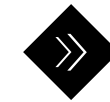
BELTS



BAGS



SUNGLASSES



SCARVES

Shopping tips

- ◆ Come either at the opening time or 2 hours before closing time.
- ◆ Wear neutral separates but without layers.
- ◆ Wear a nude bra and seamless knickers.
- ◆ Wear the same make-up and hair style you'd normally wear.
- ◆ Bring 1 shoe with a high heel and a skinny belt
- ◆ If you are trying to match something, bring the item/s with you

Shopping tips

- ◆ Bring 2 sizes into the fitting room – the size you think you are and a size bigger
- ◆ Always step out from the fitting room to have a look from the distance in a full length mirror
- ◆ If you can't find your size, always ask sales assistants to check the system for their own stock and stock in other stores. Pop down to the fitting rooms and ask the staff to check for that item on the rails.
- ◆ If you are not entirely sure if the item is right, buy it and pay in cash. Decide later and return if necessary.

Shopping tips

- ◆ Do not buy anything that has lipstick or pen stains.
- ◆ Don't buy anything with missing décor.
- ◆ If something is damaged, check online – if it's available online, order it straight away.
- ◆ Never buy anything that will fit you only if you lose weight.
- ◆ If the item requires alterations, consider the return on investment.

Shopping tips



Always check the care instructions.



Check the receipt before leaving the store.



Come with a prepared envelope for receipts – do not leave receipts in the bag.



For accurate online shopping – know your measurements and always check them against the size guide. Also look at the height of the model and how the garment fits her proportions.

The most important rule of shopping in sales:

**DON'T despair if you don't find what
you are looking for &
DON'T settle for 'this will do'!**

TO SUM THINGS UP:

- ◆ Evaluate your current wardrobe.
- ◆ Look at things that might need to be replaced soon.
- ◆ Try to replace existing gaps instead of buying new pieces.
- ◆ Get clear on what you like, what suits you and what will work for your lifestyle and practical preferences.
- ◆ Aim to introduce a sense of novelty but do the homework first.
- ◆ Do not venture into the shops without a detailed shopping list – include as many specifics as possible!