

## How to...

### Setting sales



#### The magic word *Like a red rug to a bull*

Always end up binning your January sale bargains? This year, make a plan of action for a satisfying but sensible shopping spree

Before you've even had time to wave goodbye to Santa, shops around the city are waving the red flag at a fleet of charging shoppers with credit cards at the ready. Don't get carried away in the stampede only to leave the ring with nothing but dodgy attire. Personal shopper extraordinaire, Sarah Donges of [thebeautytherapist.com.au](http://thebeautytherapist.com.au) shares her vast experience on how to get it right.

#### Location

My advice is to head to the city when you are looking for the best sale deals. Whatever your opinion may be on chain stores, they are in the financial position to offer the biggest discounts and there's also the fact, the shops are all in one area making it easy to compare prices.

#### Timing

It's no new news, but get there early to avoid the crowds and minimise your stressful shopping experience. You'll be there in time to spot the best discounts but there's no need to queue up before opening.

#### Destination

When you get into a store, keep

your eyes open for the racks with a percentage discount on recent stock rather than the mass of leftovers from last season – or even last year's last season.

#### Prepare

Try to make a list of items you really need before you hit the shops. It's very easy to get carried away with all the bargains around, but keep in mind about what you are missing from your wardrobe rather than falling into the trap of impulsive buying.

#### Invest wisely

'High ticket' items such as lingerie, jackets, boots and hosiery are the best investments. These items tend to have the biggest percentage cuts and as they are essentials rather than frivolous fashion, they won't go out of style in the next 12 months.

#### Sizing up

Sale items tend to come in odd sizes, i.e. very small or very large. When trying on clothes, do not buy something to diet into. If it's too small, leave it for someone else. Clothes that are on the big side however can be tailored to fit – just be aware it can get expensive so stick to one or two items.

#### Quality control

Always check the stitching, buttons and zips before you hand over your

cash. Clothes will have been tried on by a lot of people over the months and there is no set return policies on bargain buys – so you'll have no come back if you want to return them

#### Fashion trends

If you are buying fashionable items and in any doubt about what is 'in', it's worth looking at the latest magazines to get an idea of what will still be in vogue throughout 2008. High waists are still in, empire lines are being replaced by drop-waist dresses, and we will see a big return of boot-cut styles for men and women. When you're less interested in what is fashionable, stick to plain over patterned. The clothes we buy in sales that are a bit different are inevitably the ones that remain in the wardrobe.

#### Best buys

Head to department stores for the biggest discounts and for high quality clothes at great prices you can't beat the Witchery, Sportsgirl and Country Road.

*Sarah Donges offers personal one-on-one styling based on your personality, body shape, lifestyle and desires. Services include a wardrobe audit, personal shopping, and style guide and make up lessons. Contact: [info@thebeautytutor.com](mailto:info@thebeautytutor.com) or [www.thebeautytutor.com](http://www.thebeautytutor.com)*

## City's best sales

#### Barbarella

This Newtown boutique, celebrated for its collection of signature maxi dresses, is offering up to 50 per cent off all brands including its own Barbarella Vintage label, Lily-Jean, Razak and Very Very for the month of January. There's no better time or place for fashionistas to stock up on their summer wardrobe.

For more info, visit [www.barbarellavintage.com.au](http://www.barbarellavintage.com.au) or call (02 9698 1642)

#### Jigsaw

Get ready to spoil yourself this Boxing Day at Jigsaw's 40 per cent off full price sale. Relaxed cotton crop pants were \$149 now \$89, silk satin party dresses in black, red and charcoal were \$349 now \$209, and cute cotton bell sleeve shirt dresses were \$199 now \$119. At all Jigsaw stores and within Myer and David Jones. Sale starts Boxing Day. Stockists [www.jigsaw-aust.com.au](http://www.jigsaw-aust.com.au) and 1800 621 757

#### Morrissey

This sale brings 30 per cent off selected styles for men and women. Look out for snappy suits with trousers down from \$279 to \$189 and jackets that were \$599 now \$399. Shirts originally \$199 can be snapped up for \$139. For women, striking dresses like the Silk Charmuse Cross strap dress was \$379 but will be available for \$259. Stockists [www.morrissey.net.au](http://www.morrissey.net.au) or 1800 722 390. Sale starts Boxing Day

#### Marc's

Getting set to make summer a more stylish affair, Marc's will take 30-50% off their original prices from selected stock. Expect to find their gathered flatter sleeve tees down to \$49, empire tuck shirts down to \$79 and trapeze tunic dresses originally \$159 now \$99. Men can pick up check shirts for as little as \$69 and the top-seller Brando Tees are \$19. At all MARC'S stores and within Myer and David Jones concessions. Sale starts Boxing Day. Stockists [www.marc.com.au](http://www.marc.com.au) or 1800 621 757

#### David Lawrence

At the David Lawrence stores you can save up to 50% on women's cotton tanks in summer colours at \$25.00, ballet pumps at \$79.00 and men's assorted tees at \$25.00. Sale starts Boxing Day. Stockists [www.davidlawrence.com.au](http://www.davidlawrence.com.au) or 1800 100 366