

# Style & fashion

with **Bernie Delaney**



## Make sure you get the most out of your trip to the sales



Bernice and Elaine Garrett taking advantage of the sales at Quayside this week. Photos: Carl Brennan

Most women love the opportunity to spend a day shopping, maybe even browsing, chatting or just sifting through the rails. Unfortunately, the excitement may turn to regret when the credit card/bank statement arrives.

In order to make the most of your shopping trip it is essential to do some preparation first. This should be divided into the following steps to ensure you reduce the risk of impulse buys and unworn items taking up valuable space in your already cluttered wardrobe.

Even self proclaimed, experienced shoppers need to be taken to task every now and again. Spur of the moment purchases are fine for small items, but they often lead to buyer's remorse.

Through my experience of analyzing wardrobes for individuals, many common mistakes are being repeated by both men and women alike. We appear to get into a rut when purchasing items and tend to buy a lot of the same type of clothing over and over again. This results in us feeling as if we have nothing to wear, or at least nothing different.

Colours tend to be repeated over and over; to a point where one may even have five or six black trousers in one's wardrobe. That's all very fine if one has to wear black trousers as part of a work uniform. Otherwise some of them, either don't get worn all that much or one lives in black trousers.

### These are the steps you should follow in preparation for your shopping trip.

1. Analyse, de-clutter and re-organise your wardrobe (Style coach can help)
2. Make a list of essential items, clothes, footwear, accessories.
3. Make a list of possible items.
4. Make a list of the shops you intend to visit.
5. Make a list/note of something you admired before the sales.
6. Set aside a date for your trip.
7. If you like a second opinion, book your style coach or a friend (if they will be very honest) to come along with you.
8. Wear comfortable, easily removable clothing and footwear for the trip.
9. Most of all enjoy the experience.

### Analysing

Here one needs to decide how much time he/she spends wearing all of the different items of clothing for the various roles in one's life.

### De-cluttering

Deciding what stays and what goes. Be

practical but honest.

### Re-organising

Arrange your clothes in a manner that the items most worn are easily accessed. Remember to arrange your footwear and accessories too.

### Listing essential items

These are the items that are necessary to complete outfits using items that already exist in your wardrobe. You may also find while de-cluttering a key item of clothing requires replacing due to wear and tear or just to update your look.

### Listing possible items

You may have items that could be worn more if another item was purchased and used as a substitute for the original matching item. This is particularly useful if you have a skirt or trousers that are a really good fit and very flattering on you.

### List of shops

Whether you are shopping locally or traveling for your shopping trip you should always have an idea of the shops available and the budget you intend to work within. So your shops will be based on style, age and budget.

### Items you noted prior to sales

If you had your eye on a particular garment or any item before the sales started why not make a note to check and see if it is still available. It will be an added bonus if the item is well reduced.

### Deciding on your date

This will depend on whether you are rushing in to take advantage of the sales or whether you are on a mission for a special outfit or items to complete your current wardrobe. You may need to avail of the services of a style coach to act as your personal shopper; therefore you will need to book a little in advance.

A well organized wardrobe should have clothes that are easily put together and flatter you. Research would show that the majority of people only wear about 20% of their clothes in their wardrobe on a regular basis.

The aim is to have a working wardrobe in which you will wear 80% of your clothes on a daily basis and the remaining 20% you would have for special occasions and functions. This means you would never be stuck feeling 'I have nothing to wear' while glaring at a full wardrobe. Think about how good that would make you feel. The New Year is a great time for a fresh start, so get to it today!



Geraldine and Sam Elliott splashing out at the post Christmas Sales in the Quayside Shopping Centre.



Yuliya Reprintsava at the post Christmas sales in the Quayside Shopping Centre.

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### Next week - Winter holiday clothing

Next week I will feature 'Winter holiday clothing including ski wear'. If you have any fashion or beauty items or news you would like featured please phone or email me on the contacts below. Your questions are also very welcome.

Places are still available for **STYLE COACHING™ COURSES** commencing on the 14th of Jan. Morning and evening options are available. Total length of course is 10 hours run over four Wednesdays. Phone me on 087 9499366 or email any queries or comments you may have to [berniemdelaney@eircom.net](mailto:berniemdelaney@eircom.net). To book your own personal shopper or help to analyse your wardrobe phone me on the above number. Gift vouchers available.

I would like to wish all my readers a very happy and stylish 2009 - Bernie

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