



THE TOP 6 SHOPPING TRAPS WOMEN FALL INTO

OK, I confess. I've done an awful lot of shopping in my time and I suspect you have too. But do you make these common mistakes that I see all the time?

1 - You buy the same thing over and over again. It might be a stripey top, a black cardigan or a bright scarf, but you found something that works and you're jolly well sticking with it, even if you have 25 others just like it at home.

2 - You buy items that are a teeny bit too small because you refuse to go up a size (and you vow to shrink to fit into it properly before summer comes)

3 - You go shopping without really knowing what you're looking for. You just browse the rails hoping that something fabulous will jump out at you.

4 - You don't really have a clue whether the items you've picked up will work for you. You just head to the changing rooms, take deep breath and hope for the best.

5 - The new coat you bought is a little bit long in the arms. It really needs to be altered but you never seem to get to the tailors so the coat remains in the wardrobe, unworn with the tags still on.

6 - You feel pressured into buying that item because EVERYONE is wearing it this season. Needless to say you wore it once, it didn't feel like you so it's now hanging unloved in the wardrobe.

DO YOU RECOGNISE ANY OF THESE? IF SO, TURN OVER FOR MY TIPS ON HOW TO SHOP SMARTER.



MY TOP TIPS ON HOW TO SHOP EFFECTIVELY

If you recognised yourself in any of the points, do not panic! You are most definitely not alone and the good news is, it's easy to change your habits and transform you into a savvy shopper.

1 - If you're a repeat buyer, I challenge you to really ask yourself if you need another version of that item. Is it truly going to add variety to your wardrobe or will it contribute to more clutter? Only buy if you can answer yes to the first question.

2 - Forget about sizes. They are just numbers on a tag that vary wildly from shop to shop and brand to brand. The important thing is to buy something that fits well. Not too loose and not too tight. And no-one but you can see the tag anyway, so who cares?

3 - Take an honest look in your wardrobe and ask yourself what do you NEED? Perhaps you're struggling to pull together looks because you haven't got enough bottoms? Maybe you could do with an investment 'third piece' such as a blazer.

Whatever it is, shop with a purpose and keep your focus razor sharp!

4 - Understand your body shape and learn how to dress it. Get to grips with the cuts, styles and fabrics that really work well on you. Start a Pinterest board and take note of how people with similar figures are dressing. You'll soon see patterns emerging and before you know it, you'll be picking winners every time.

5 - Take any alterations to the tailors as soon as you've bought it. If it goes home, who knows when it will see the light of day again! Take action as soon as you can.

6 - Be driven by what YOU like, not what you're told to like. Fast fashion is here one day and gone the next. Invest in classic pieces you adore and they'll never date.

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