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What a Deal!: How to Find Great Bargains While Shopping For Clothes At Retail Stores

Like most females, I enjoy shopping for clothes, and I could literally shop until I drop. Some of my favorite places to shop are Aeropostale and Old Navy. However, I am really stingy when I am spending my own money and hate paying full price for items that will be on the clearance racks in a month or two, so I try and find the best bargains in the store. Because I look for deals and bargains, I usually save a ton of money on items that are usually twenty dollars and up. I have decided to share my thrifty shopping tips to help anyone (women, men, and teenagers), who love to shop, score great deals.

The Front of the Store

Whenever you walk into most clothing stores, the first thing you notice is the display at the front of the store. This display may use colorful signs, mannequins showing a variety of ways to wear the clothing, or a picture of a celebrity using a certain product. While the front display is usually attractive and catches your eye, it does not always contain the best deals. Typically many stores use the front display to show off their newest inventory, so most of the items at the front are full price. Sometimes there may be a great deal at the front. For instance, Aeropostale may have a deal where you can get two T-shirts for twenty dollars, and this is one of their better deals

The Entrance to
Aeropostale at the
Wolfchase Mall in
Memphis, Tennessee



because most of their shirts are fifteen dollars or more. While you may find a good bargain at the front, it is best to avoid displays at the front of the store.

The Middle

The middle aisles in most clothing stores are a great place to start bargain hunting because this where you will find newer items that have been discounted for up to fifty percent!



These are items that are not selling as well as others. It is good to give these items a look because they are twenty to fifty percent off the original price. At stores like Old Navy and Aeropostale, this is where you can get newer items that are priced at forty dollars for twenty dollars or less. This section of the store contains great bargains, but there is another part of the store with even better bargains.

The Back

The back of the store is where most bargain shoppers hit the jack pot. This is where stores like to hide their clearance items from the previous season or seasons, and many items in this section are seventy-five percent off or more. Sometimes the pickings in the clearance section may be slim. For instance, it might be hard to find certain sizes. However, it is still the best place to score deals. I cannot count how many cute sweaters and tops I have purchased from Old Navy's clearance section. I paid ten to fifteen dollars for the majority of them. Some of the clothes I purchased had caught my eye when I originally saw them at the front of the store, but I refused to pay forty dollars for something that would be on clearance a month later. Waiting for items from the front to go on clearance in the back is a great way to save money.

The Sides

The sides of the store are the areas to try and avoid if at all possible. Most of the items on display at the sides of the store are fairly new and



still full price. While these items may seem appealing when you walk into a store, it is best not to purchase them unless, you are willing to pay full price. One thing I have noticed while shopping is that items that are displayed at the sides of the store will end up in the middle of the store a week later and on clearance in the back of the store two weeks later. While most items at the sides of the store are full priced, there may be a discount. These discounts tend to be small (ten percent off); while the discount seems tempting, it is best not to give into the temptation and wait a week when these items will be discounted more. If you want to save money, try to avoid purchasing items from the side displays.

Some Helpful Tips

- ❖ Know the store: Become familiar with how the store is set up.
- ❖ Sign up for E-mail list: Coupons are usually sent through e-mail
- ❖ Look at the displays around the register: There may be some bargains on items such as perfume, cologne, lotion, and socks.

Final Thoughts

Before applying these techniques, it is best to familiarize yourself with your favorite stores and know where the best deals are, in case they are set up differently from what I have described. When looking for bargains, it is important to read all signs at each display to determine if the store is offering a good deal. If you plan on purchasing one of the full priced items, use a coupon, if you have one; coupons are usually sent through the mail and can be found in Sunday or week day ads or through e-mail. I recommend signing up to receive coupons through e-mail because

they do not come as frequently in the mail. I hope these tips are helpful on helping anyone become a bargain shopper and remember to have fun while shopping.

Aeropostale
**FRIENDS
 & FAMILY**
 In-Store & Online!
 11/17/11 - 11/20/11
40% OFF
 excludes fragrances

ONLINE: use code **AEROFRIENDS** at checkout

PRINT TO REDEEM AT THE AÉROPOSTALE STORE NEAR YOU!

Discount applies to purchases after all discounts have been applied but before applicable taxes. May not be combined with other discount offers. Not valid for purchases of gift cards, eGift cards, online gift certificates or previous purchases. Purchases over 50 items in a single day at any Aeropostale store or at www.aeropostale.com are considered bulk purchases and are not eligible for this discount. No cash value. Aeropostale and P.S. From Aeropostale employees not eligible. Duplication or reproduction of this coupon in any manner voids the coupon and Aeropostale has no obligation to accept it. Please present this coupon to receive discount. Limit one coupon per customer. Not valid at P.S. from Aeropostale stores. Redeemable at Aeropostale stores in the U.S., Puerto Rico and Canada only or at www.aeropostale.com. Valid from 11/17/2011 to 11/20/2011. Excludes fragrances.

Online enter promo code AEROFRIENDS at checkout. Ends 11:59pm EST, 11/20/2011. One code per order. Not valid on previous purchases. Excludes fragrances. All promotions quoted in US Dollars.

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Email Coupon from Aeropostale that can be redeemed in stores or online.