



Josephine Eve
PERSONAL FASHION STYLIST

How To Shop Smarter To Find Your Best Pieces

Introduction

This pdf is designed to help you shop more strategic and effectively by giving you a simplified structured method which Josephine Eve uses with her clients.

When shopping for the right pieces, it's important to take a lot of components into consideration when choosing which items to take home.

On page 3, I share my best shopping strategy tips to help you shop smarter.

On page 4, I've dedicated a page for you to fill out when organising and planning your shopping day and on page 5, I share my top questions to ask yourself to give you the best outcome when choosing to buy garments every time you shop.

What this workbook is designed to help you with-

- ✓ Teaching you the processes and steps to take to have a more successful shopping trip
- ✓ Insider tips and tricks to be more efficient and in control when you shop
- ✓ Creating a simplified shopping plan to fill out, to make it easier for you to map out and keep track of your dedicated shopping day.
- ✓ Helping you to ask the right questions when trying items on, so that you can make the right decisions when choosing to purchase.

Shopping Strategy Tips-

- **Write up a descriptive shopping list & stick to it-**
Impulse shopping is the #1 reason why we end up with a wardrobe full of clothes and nothing to wear. If it's not on the list, you need to question it.
- **Research pieces from your list online & screen shot the items to try on-**
This will help you know exactly what you are looking for when you shop.
- **Plan your shopping day-**
Jot down the shops you would like to explore and set a time frame.
Be mindful of late night shopping, Friday lunch time & Saturday mornings as these times of day can often be too crowded & overwhelming in stores.
- **Set a budget \$-**
Be reasonable and stick to it. It's easy to overspend if you haven't got a maximum figure in mind. Only buy what you absolutely 100% need.
- **Shop alone or with a stylist-**
Friends & family aren't always the best judge of your individual style, as they may suggest pieces they personally like that aren't particularly suited to you.
- **Be mindful of retailers (but polite)-**
At times, retailers are there to make a quick sale so they won't always recommend the best pieces that are suited to you personally.
Always be polite and ask for help in finding a certain piece or size.
- **Understand your emotional triggers-**
Don't shop when you're anxious, tired, upset, hungry, or irritable as this can cause us to splash out unconsciously to make ourselves feel better.
- **Take photos of each item on in the mirror-**
A great tip that will help you save you time & money. You can always come back to that piece another time if you need to think it over.
- **Take advantage of discounts-**
Sign up to store memberships as some offer members discounts!

Your Shopping Day Plan -

Date: _____ Time: _____ Duration: _____

Location: _____ Transport: _____

Budget: _____

Shopping Outcome:

List the name of the stores that you need to go to and tick off as you go:

<input type="checkbox"/>	_____	<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____	<input type="checkbox"/>	_____



The questions on the next page (page 5) are designed to help you work out if what you try on in store is worthy of being purchased or not.

If you answer 'YES' to all of the 10 questions when you try your items on, then you may want to consider these items being of great value to your wardrobe. Which you can give yourself permission to purchase.

If you answer 'NO' to more than 1 of these questions in the change room, then you may want to put this item back on the clothing rack.

When trying on items, ask yourself...

1 Does it flatter my shape?

E.g.; Does it cut you in half? Does it widen you in the wrong areas?

2 Does the size fit me properly?

Eg; does it gape or is it too tight? Showing bumps or creases? Can you move easily in the item? Better to go up a size if you're unsure and have it taken in. Jeans should always be quite firmly fitted as they stretch

3 Does the colour suit me?

Hold the garment up against your face, if the colour washes you out, then it isn't the right shade. Another reason the colour may not suit you is if it doesn't match your personality. e.g.; Red= bold, loud, romance.

4 Is the colour consistent with the rest of my wardrobe?

And will the colour easily style with other pieces I own?

5 Is it within my budget limitations?

If it isn't, you need to consider; if it's good quality, if you will get a lot of wear out of it, if it's worth the investment. Don't buy just because it's on sale!

6 Where will I wear this item?

Does the item have a purpose? Does it cater to my lifestyle needs? Eg; workwear, weekend wear, events etc..

7 Does it suit my individual style?

It's easy to fall for the 'idea' of a certain style, trend or item working on others. Get clear on what your individual style is and reflect on this.

8 Is the piece versatile?

Will it style easily with the rest of my wardrobe? Can you justify the cost?

9 Is the quality of material going to last?

Read the care label of the fabric, where it is made, the thickness & pricing.

10 Is the item easy to care for?

E.g.; Dry clean only pieces, steaming, sticking to the care instructions etc.