

How to Get Designer Brands On The Cheap

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The Goal of This Ebook is to help you get the most out of your money as you embark on your missions from Seduce With Style (SWS) and the 7 Day Style Mastery exercises.

I will teach you how to be stylish using the least amount of money and give you field-tested methods of finding designer brands for low prices.

Before we dive into it, have you ever paused and thought about why do people care about designer brands?



Let's stop and consider all of the possible reasons:

1. **Product Quality** – Some people who don't believe in buying designer brands remark that you are only paying for the brand name. They are not completely wrong. However, while you are paying in part for the "privilege" to wear the brand's name, you are also most likely purchasing a product that is high quality. In other words, those *Guess!* Jeans probably won't wear out in less than a year, at least. This is in sharp contrast to that pair of jeans you got at Bob's vintage store for \$20.00. As a general rule, designer clothes are usually made from finer fabrics and have superior stitching compared to those of bargain stores.

2. **Consistency** – Most people who wear designer clothes swear by a few designers. For example, I mainly buy *Guess!* Jeans. I know their sizes and what they mean (each brand measure sizes and shapes slightly differently) and I know what to expect from them. Their jeans consistently fit, last, and look great on me. Sometimes when I purchase other jeans from famous brands, they end up not looking the way I want to, or appear slightly different in design. People keep going back to the same brands because they consistently perform well for them.



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3. **Brand Association** – Certain brands represent certain things to the mass public. Tiffany’s represents upscale rings and jewelry. Affliction illustrates the rocker, edgy look. Abercrombie reminds you of a skinny and popular eighteen year old girl that you want to sleep with, or preppy blonde douchebags. In any case, people buy certain brands because it helps with sexual stereotyping and identity by brand association.

4. **Social Status** – Wearing designer clothing aligns you with an elite group: those who can afford it. This is a dangerous reason to buy designer, but it is one of the strongest emotional reasons: to climb and rise up in the social ladder. Celebrities often are role models or endorsers for these designer brands. Even Audrey Hepburn worked with Givenchy for her black Breakfast at Tiffany’s dress.



Celebrity Endorsement is yet another marketing technique to emphasize brand association with "high class"

5. **Uniqueness in Design** – Every brand, especially designer brands come out with new styles every season. Of particular importance is their unique design philosophy. For example, Zara always has a pair of nice shoes and tie that go with the preppy look. Their skinny ties always ensure a “slick” look. Nike is known for their air pumps and high quality sneakers that you cannot get anywhere else.



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These design differentiators can end up changing your experience about the function, comfort and style of your clothing items.

6. **By Default** - Certain groups of people just don't bother to look beyond the surface of things. Usually, rich kids who haven't been taught properly by their parents will buy designer brands. They don't think about it, they just do. They assume that it is the easier decision to make because everyone is doing it and designer brands much solve ALL their problems related to style. This gives birth to "brand whores", who mix and match designer brands, yet still have strange outfits. They have no style! They are living on borrowed time. You can pimp out all of the best cars in the world with the top engines, wheels, doors and colors, but if they don't match, the car won't drive. The whole outfit is greater than the sum of its parts.

Of the 6 reasons above, only a few make sense in the context of Attraction Fashion

1. **Product Quality** – This is important, but there are good quality products in non designer stores too. They are harder to find and require more shopping time.
2. **Consistency** – This is important but be flexible enough to switch brands if the brand is suffering from bad designs or losing its consistency value.
3. **Brand Association** – This is more important for women than men. For men, certain brands like Rolex and certain items (watches, suits) make a difference. The rest does not.
4. **Social Status** – The same as above.
5. **Uniqueness in Design** – Important and should be considered.
6. **By Default** – Never accept anything "by default", even what I am writing here.

So: Why Don't People Wear Designer Brands?

1. They don't care.
2. They don't know any better.
3. They are cheap.
4. They don't have any money.

Only 1 and 4 apply to us. If you don't care, great! Just make sure you made that decision on your own, and not by default. If you don't have any money, yes, you shouldn't waste it. Focus on a plan to get the 'wealth' aspect of your life in order.

TIFFANY & CO.

DOLCE & GABBANA

RALPH LAUREN

VERSACE

PRADA

CHANEL

Dior

LOUIS VUITTON

GIORGIO ARMANI

HUGO BOSS



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Brands by Clothing Item

Certain brands offer certain value to its customers. As men, from an attraction standpoint, here are the values I would give based on the clothing item, based on my own experience. You should develop your own value of each item. However, the framework applies in that you should always think about how important the actual brand is for attracting women, and how the brand's unique designs and consistency affects you.

Jeans

Designer Brands: Seven, Guess!, Lucky, Affliction, True Religion, Calvin Klein, Armani, Buckle

Perceived Importance: Jeans last a long time, and are a staple to any good look. As such, invest in jeans that fit well, and have unique, stylish designs. Take the time to try them out and test their fit on you. One of the more important designer items in the outfit.

Level of Notice by Women: Moderate. Women tend to compliment nice jeans, and takes note of the designer if they know it.



Dress Shirts

Designer Brands: Guess!, Kenneth Cole, Calvin Klein, Armani, Hugo Boss, H+M, Quicksilver

Perceived Importance: Good shirts last longer, but need to be dry-cleaned. H+M has some great looking cheap shirts that do not last as long. However, they still look good. This is relatively important, and brand name tends to be associated to shirt quality, texture and design.



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Level of Notice by Women: Low. A good shirt is a good shirt, regardless of brand name.

Socks

No one cares about socks. Seriously. Get designer brands if you have the money or to feel good about yourself. Certain socks bought at the shoe store tend to slide in and fit the shoe better at designer dress show stores, however these are optional. Just make sure your sock colors match (black, white) the shoe and there are no holes in them.

Underwear

Some guys swear by designer underwear, and we do appreciate nice underwear on women. However, I personally think that by the time she sees your underwear, the game is already over. Try a few designer brands and see how they look and feel on you. Wear these on dates. The rest of the days rotating, buy at Target or Wal-Mart.

T- Shirts

This is an important one – since there are so many designs for T-shirts. Creatively, there are more T-shirts now that are smart, artistic or funny you can get online for cheap. Designer T-shirts from Affliction tend to be smartly designed. Buy at your own leisure, but don't get stuck on designer.

Ties

There seems to be a correlation between brand name and quality of the tie design. Skinny ties, in particular last longer and look better from high fashion brands like Zara and Hugo Boss.

Jackets

Suit jackets, leather jackets and winter coats tend to differ greatly between designer brands and non-designer brands. Pick and choose carefully and decide for yourself.

Scarves

Doesn't seem to matter, although the material and "feel" of it changes from brand to brand. Find one that's right for you.

Dress Shoes

This seems to have a direct correlation to brand name, and good men's shoes are important for women. Don't skimp on these. Girl friends of mine have rejected guys on their shoes alone.



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Accessories

It doesn't matter. The better your style sense gets, the cooler accessories you'll find – at vintage, men's and even women's stores.

Watches

There's some value to a guy wearing a Rolex watch. It does subcommunicate wealth. However this is based on hundreds of years of advertising and has been conditioned. These days, watches are not as important anymore, and I would save the money here to spend on more important items such as jeans and jackets.

Swimwear

Unless you are a professional swimmer, it doesn't matter.

Sunglasses

There appears to be a direct correlation – designer brands have better UV protection, designs, and these glasses last longer. This is more the fault of the low quality of non-designer brand sunglasses by default.

Others

Always explore both designer and non designer brands. Your focus should be on product quality, consistency, and the uniqueness of the design as it relates to you personally, and as it relates to how women respond to your style.



Shop by
product >

Shop by
designer >

Buy A/W10
Alexander McQueen McQ >

Buy A/W10
Karl Lagerfeld >



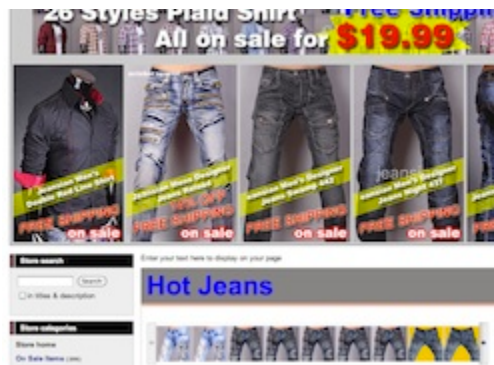
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Where and How to Buy Designer Brands

Hopefully now you have a better grasp of what a designer brand is, and why we buy or don't buy them. My job now is to help you find good prices for designer brands, should you make the decision that a particular designer's superior texture, fabric, feel, consistency, identity and design matters to you.

1) Shop Online

One of the best places to get more affordable designer jeans is [eBay](#). There are tons of merchants on eBay selling designer jeans these days, and you can find discounts that range from 40-60% off retail price. There are also merchants who deal exclusively in designer jeans, so if you browse their stores on eBay, you can find tons of variety from different brands.



Of course, one of the most important things to look for in a pair of jeans is fit, and that's something that's difficult to measure when shopping online. There are two ways around this.

The first solution is to go to the mall, and try on the designer jeans that they have at the store. Once you find a pair of jeans that you like, take down your measurements and buy the *exact* same pair of jeans off of eBay. This way you get to try the jeans on beforehand, but get the great prices of shopping on eBay.

The second solution is to just buy the pair of jeans based on your waist size and leg length, and then get the pair of jeans [made to measure](#) at a tailor, so that it fits you exactly. This is a great way to get jeans that fit perfectly, for only about \$15-30 more for the tailoring.

The one thing to keep in mind when shopping online is that when choosing the size of your jeans, err on the larger side. It's easy for a tailor to cut down a slightly large pair of jeans, but nearly impossible for them to make a small pair of jeans larger.

New websites are popping up like [yesstyle.com](#) and [emoda.com](#), that offer designer brands for cheaper prices. Always do a price comparison online first before you visit the store if you have a specific item in mind.



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2) Second hand stores and Outlets

Nordstrom Rack is the off-price division of the expensive retailer. Basically, Nordstrom Rack carries out-of-season clothes, overstocked clothes, and other items, often at significant discounts. This includes designer jeans.

Go to Google and search for the nearest “Nordstrom Rack” and get shopping. The selection can be a little limited, but the price is right. The stores are constantly getting new inventory, so check back every few weeks to see if there is anything new.

Ross’s carries designer brands, but includes items that are off season, have not sold, or may be otherwise mismatched in size or there was a slight quality problem. Don’t fret – these stores are usually filled with great designer brands. You’ll have to take time to sort out the good from the bad ones.

Warehouse stores (Gilroy outlets) are also great – they offer a great selection and lower prices. Be sure to go with a friend as these are usually long drives away.

3) Shop at used clothing stores

I don’t mean Goodwill, unless you live in a particularly affluent area. There are used clothing stores that specialize specifically in high end clothes, such as designer jeans, that you can go to for big discounts.

Two stores that are common on the West Coast are [Crossroads Trading Co.](#) and [Buffalo Exchange](#). These stores will vary based on your location, but try searching for “used clothing store” or “thrift store” and then figuring out which stores carry high end stuff.



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Used clothing stores can be great places to go for some incredible prices, but the selection and sizes tend to be pretty limited. The plus side is that they are getting new clothing in all the time, so you can find different stuff every week. If you're looking for a little serendipity while shopping for designer jeans, hit up a used clothing store.

4) Timing / Shop Off Season

Clothing prices tend to follow seasonal patterns, so you can get designer jeans and other items at great prices by waiting for the right time. The most obvious ones are Black Friday (the Friday after Thanksgiving) and the weeks leading up to Christmas. These are the biggest shopping days of the year for most stores, so they will drop their prices to entice customers.



Other great times to go shopping are post-Christmas sales in late December and January. These are typically the slowest times of the year for retailers since everyone is shopped-out from Christmas, so they will offer big discounts to lure customers back.

Another little known trick is to go shopping on Thursdays, 6-8 weeks after an item of clothing has been out. 6-8 weeks is usually how long a typical store will carry an item, so by the end of the cycle they will start offering discounts to get the old products off the floor so they can bring in new merchandise. This cycle is different from store to store, so be observant, and even ask the store staff when they expect new stuff to be coming in.

Why Thursday? The stores usually start offering their weekend discounts on Thursdays, so it's the best time to get in on the deals before everyone else has had their pickings on Saturday and Sunday.

Vintage stores

Haight and Ashbury in San Francisco have some amazing vintage stores. These stores started out as mom and pop shops, with \$1 mood rings that look amazing at night clubs. However, the tourists and press coverage have made these vintage shops ever more expensive. Nonetheless, always be on the lookout in smaller towns for these shops. These stores are usually designed by one person who owns the place and loves fashion. Talk to the store owner or designer for a discount. They will often be appreciative of your attention to their personal designs.

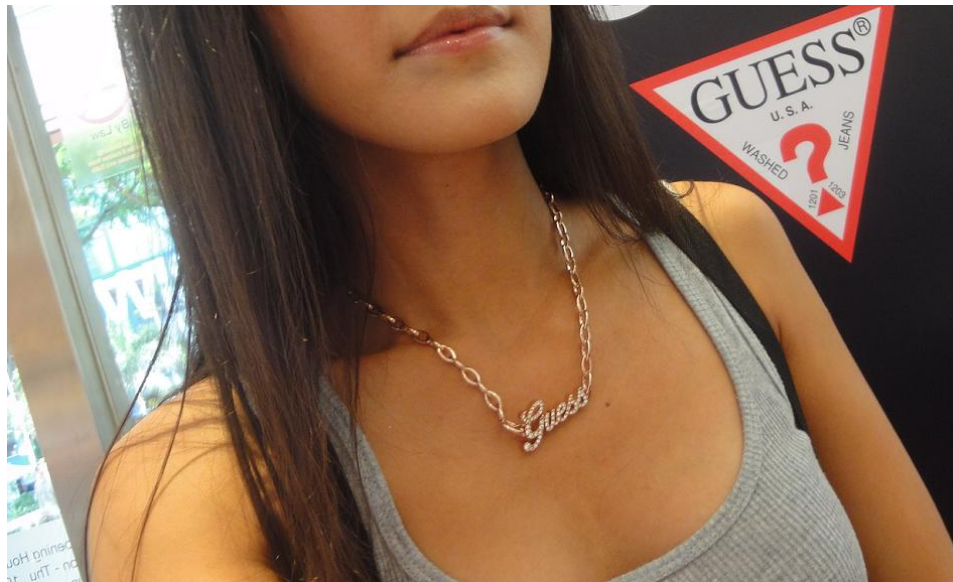
Memberships up to 10-15% off

Guess! and other brands at the mall have membership discounts. They add you to their database, and you get 10-15% off. Always ask the person at the cashier to see if there's a member program. Sometimes the store employees themselves forget to mention it so you have to own this.

Become an employee (40% off) of your favorite store part time

When I worked at Guess! we had steep employee discounts. However, keep in mind that these types of discounts get abused a lot by people and they are strict about it. So unless your friend is very discreet in hooking you up, you can apply to work at your favorite store. Part time 4-6 hours is fine. Theoretically even 1 hour a week is fine, as long as you are an employee of the store, you get employee discounts at your favorite brand.

Also, these stores are known to hire very pretty girls. You'll get to work alongside them as you go on with your style journey.



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Wrap-up

Hopefully the suggestions above have given you some ideas on how to shop for designer brands while avoiding the designer prices.

Always remember that high price does not equate style. Look beyond the label and the price point to what really matters: the stylish components of color, design, texture, feel and consistency of the clothes.



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