

WISE BUYER VS. CONSPICUOUS CONSUMER



By: Larissa Cruz

conspicuous Buy: Apple Smartwatch

❖ Apple Smartwatch Sport 42mm Silver Aluminium Case White Sport Band

❖ Price: \$493

❖ Why is it conspicuous?

The brand is very popular and many wants to have any product from apple

❖ Why is it expensive?

It is expensive because it have 7000 Series Silver Aluminum and is a recent model



WISE BUY: SAMSUNG SMARTWATCH

❑ Samsung Gear 2 Neo Smartwatch -
Orange (US Warranty)

❑ Price: \$133.00

❑ Why is it WISE?

This watch has the same function that
the apple smartwatch the only
difference is that this is more cheaper.



CONSPICUOUS BUY: MICHAEL KORS BAG

➤ Michael Kors Hamilton MK Logo Satchel Bag

➤ Price: \$239.00

➤ Why is it conspicuous?

It is conspicuous because MK is a nice brand that always come up with elegant design to satisfy woman wants.

➤ Why is it expensive?

This bag is expensive because it is imported.



WISE BUY: Coach Bag

❖ Coach Signature Margot Mini Carryall
Satchel Shoulder Crossbody Bag
Purse 34605

❖ **Price:** \$179.19

❖ **Why is it WISE?**

- Good Brand
- Same Style
- Cheaper
- Carry items inside



Conspicuous Buy: Gucci Pants

✓ Gucci Women's Brown 100% Silk Slim Pants

✓ Price: \$315.00

✓ Why is it conspicuous?

It is conspicuous because it is for a professional look and Gucci is a brand that not everyone can afford

✓ Why is it expensive?

It is expensive because it was made in Italy and is 100% silk



WISE BUY: Levi's

Pants

- Levi's Women's 512 Perfectly Slimming Straight Jean
- **Price:** \$39.99
- **Why is it WISE?**

It is wise because is the same professional style with a different color and more cheap than the Gucci



CONSPICUOUS BUY: Lacoste Shirt

- Lacoste Women's Short-Sleeve Stretch Pique Slim-Fit Polo Shirt
- Price: \$89.50
- **Why is it conspicuous?**

It is conspicuous because those shirts are very popular and its style is very elegant and attractive

- **Why is it expensive?**

It is expensive because of the brand which symbol is a crocodile and is imported 94% cotton



WISE BUY: Tommy Hilfiger Shirt

Tommy Hilfiger Women's Solid Emma Polo

Price: \$44.99

Why is it WISE?

It is wise because Tommy has nice lasts long shirts with nice colors and Affordable prices



Conspicuous Buy: MK High Heels

- MICHAEL Kors Graham Bootie in Luggage in Brown Luggage
- **Price:** \$119.99
- **Why is it conspicuous?**

It is conspicuous because these shoes are very popular in the market for teenagers who like to use them in any occasion.

- **Why is it expensive?**

As I said before, MK is very expensive due to its high demand in the market.



WISE BUY: NINE WEST HIGH HEELS



❖ Nine West Women's Svanity
Boot

❖ **Price:** \$96.60

❖ **Why is it WISE?**

It is wise because is the same
style what I am giving up is color
but due to its price it is worth it
for me



Conspicuous Buy: Channel Perfume

- ✓ Chance Eau Fraiche Eau De Toilette EDT
100ml./3.4oz.
- ✓ Price: \$128.00
- ✓ Why is it conspicuous?

It is conspicuous because is an authentic perfume that is promoted for many famous people

- ✓ Why is it expensive?

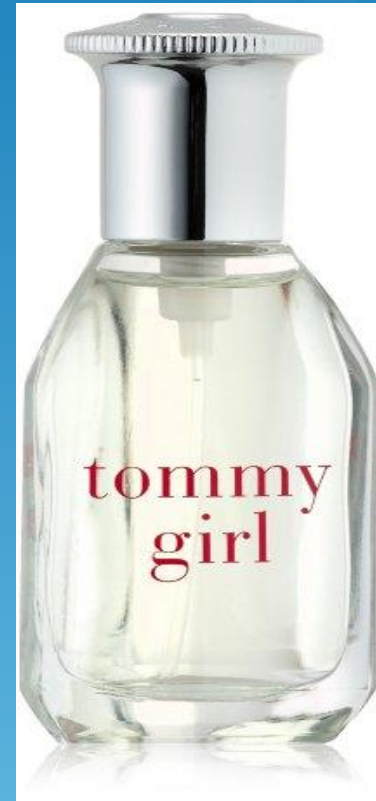
Channel is a brand 100% warranty with a diversity of items



Wise Buy: Tommy Girl Perfume

- Tommy Girl By Tommy Hilfiger For Women. Cologne Spray 1-Ounce
- Price: \$32.00**
- Why is it WISE?**

It is wise because is a good cologne at a cheaper price



Conspicuous Buy: JanSport Backpack

JanSport Classic Superbreak Backpack

Price: \$42.99

Why is it conspicuous?

It is conspicuous because this brand was one of the first one and now they come up with new styles and colors

Why is it expensive?

It is expensive because is functional for school and other activities



WISE Buy: Leaper Backpack

- ✓ Leaper Causal Style Lightweight Canvas Cute Backpacks School Backpack
- ✓ Price: \$32.99
- ✓ Why is it WISE?

It is wise because is a current model very popular for girl who use it at school



conspicuous Buy: Soda Boots

- Soda Womens Zulu-S Boot
- **Price:** \$69.99
- **Why is it conspicuous?**

It is conspicuous because this brand is ready to ride into the new season with style

- **Why is it expensive?**

It is expensive because is made in USA



WISE BUY: Twisted Boots

- Twisted Women's Shelly Wide Calf Faux Suede Knee-High Slouchy Boot
- **Price:** \$34.99
- **Why is it WISE?**
- It is wise because is the same style but whit a cheaper price



CONSPICUOUS BUY: GINGER JAR

❖ Blue & White Ginger Jar, Lidded
Melon

❖ Price: \$199.00

❖ Why is it conspicuous?

It is conspicuous because this item would improve your house decoration with its nice style and background

❖ Why is it expensive?

It is expensive because of the materials used to make it



WISE BUY: Owl Ceramic Cooking Jar



- MyGift® Aqua Blue Owl Design Ceramic Cooking Utensil Holder / Multipurpose Kitchen Storage Crock
- **Price:** \$33.39
- **Why is it WISE?**

It is wise because is a nice looking jar that can be use to keep items of the kitchen and also is a nice design



Conspicuous Buy: Microfiber Pillow

Pegasus Home Fashions EZ Dreams Microfiber Pillow, Standard, 2-Pack

Price: \$27.79

Why is it conspicuous?

It is conspicuous because is a items used to improve your sleeping and have better dreams

Why is it expensive?

It is expensive because due to the high demand that people want to have a better sleeping



WISE Buy: Owl Pillow

- ❖ Ambox Beige Cotton Blend Linen Square Decorative Throw Pillow Covers - Indoors or Outdoors Cushion Cases, 18" x 18", Beige/White/Black (Cartoon Bird Style Abstract Owl)
- ❖ **Price:** \$8.59
- ❖ **Why is it WISE?**

It is wise because this is a cheaper pillow that would also give a better sleeping and has with it nice design

