WISE BUYER
VERSUS
CONSPICUOUS CONSUMER
BY: MELANY SOTO

### Conspicuous Buy: Ipad Air

- Apple iPad Air 2 (64GB)
- Price: \$554
- Why is it conspicuous?
  - The Ipad is the most wanted tablet in the market
- Why is it expensive?
  - This Ipad has 64gb and is the newest model



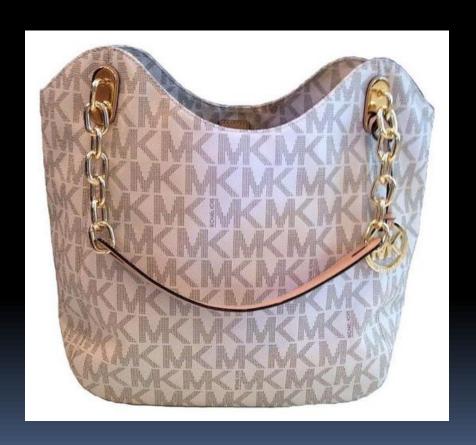
### Wise Buy: Samsung Galaxy

- Samsung Galaxy Tab 16gb
- Price: \$244.99
- Why is it WISE?
  - This tablet is cheaper but has similar functions
  - I sacrifice GB space but I don't need them



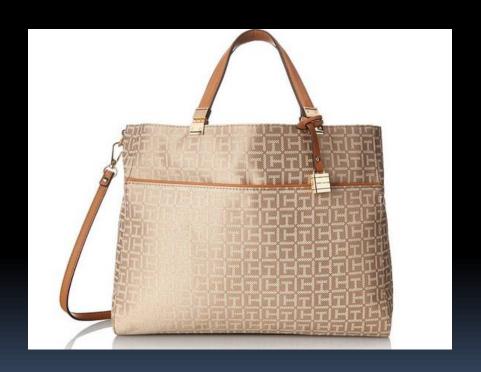
## Conspicuous Buy: Michael Kors Purse

- Michael Kors Lilly Tote Shoulder Bag
- Price: \$ 300.00
- What is it conspicuous? All woman want this purse
- Why is it expensive?
- This purse Open Magnetic Snap top closure; Gold tone harware with detachable MK logo hanging charm Interior fully lined in MK signature lining with 1 zip and 4 slip pockets Double leather handle with chain accent (8 1/4" drop)

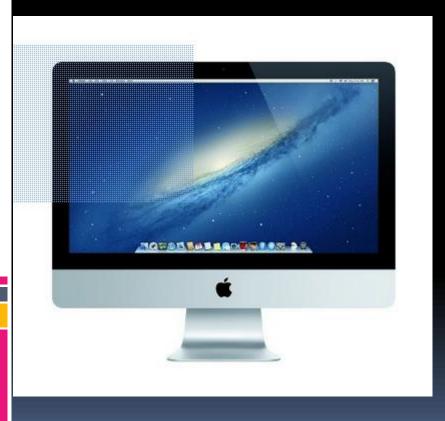


## Wise Buy: Purse Tommy Hilfiger

- Tommy Hilfiger Jacquard Hobo Shoulder Bag
- Price: \$128.00
- Why is it wise?
- This purse is cheaper but is similar to the other
- It's small compared with the other



### Conspicuous Buy: Apple iMac



- Apple iMac ME086LL/A 21.5-Inch Desktop (NEWEST VERSION)
- Price: \$ 1,289.00
- Why is it conspicuous?
- Many people like it
- Why is it expensive?
- It's the Newest

### Wise Buy: Samsung ATIV



- Samsung ATIV One
   5 Style DP515A2G K02US 21.5-Inch
   Desktop (White)
- Price: \$ 788.00
- Why is it wise?
- This computer is cheaper but have the similar functions
- It's the old version

## Conspicuous Buy: Ray-Ban sunglasses

- Ray-Ban RB3025 Aviator Sunglasses
- Price: \$ 105.04
- Why is it conspicuous?
- Everybody want this glasses for the summer
- Why is it expensive?
- Made in US
- Metal frame
- Glass lens



#### Wise Buy: Sunglasses Guess

G by guess women two-tone aviator sunglasses Price: \$ 42.00 Why is it wise: This glasses are cheaper but have the same functions.



## Conspicuous Buy:Women Gucci watch

Gucci womens ya133309 interlocking brown strap casual watch

Price: \$594

Why is it conspicuous?
Everybody like the Gucci brand

Why is it expensive? swiss quartz movement with analog display



## Wise Buy: Ladies sport watch Armani

Emporio Armani ladies AR 5891 sport rose Gold

Price: \$181.71

Why is it wise?

It's old product



# Conspicuous Buy: Mac Matte lipstick

Mac Matte Lipstick Russian Red Price: \$ 27.36 Why is it conspicuous: It's difficult to find in others brands Why is it expensive? It's Matte creamy, soft, and durable



### Wise Buy:L'oreal lipstick

L'oreal colour riche lipcolour: Roja Britanica Price: \$ 5.97 Why is it wise? Not predominate



## Conspicuous Buy:Victoria Secret Swimsuits

Victoria Secret the sexy forever one piece black swimsuits Price: \$ 60,00 Why is it conspicuous? People love Victoria Secret brand Why is it expensive? imported polyamide/ lycra spandex



### Wise Buy: Pin up swimsuits

Retro vintage one piece pin up swimsuits Price: \$ 23.99 Why is it wise? It's cheaper but is very similar Have different texture and cloth



## Conspicuous Buy:Creed Aventus

Creed aventus spray
for men
Price: \$ 308.91
Why is it conspicuous?
Everybody like this
fragrance
Why is it expensive?



### Wise Buy: Versace Spray for men

Versace signature by
Gianni Spray for men
Price: \$50.00
Why is it wise?
It's cheaper but smells
as good as the other



### Conspicuous Buy:Polo Shirts

Polo Ralph Lauren for men big pony mesh Polo Price: \$ 96.99 Why is it conspicuous? People love this Brand Why is it expensive? Embroidered big pony logo on left chest



### Wise Buy:Lacoste Shirt

Lacoste men's shortsleeve shirts
Price: \$ 60.00
Why is it wise?
It's cheaper but is very
similar



## Conspicuous Buy: Armani Scarf

Armani Jeans Men's J1 wool Blend Herringbone Scarf Price: \$ 147.29 Why is it conspicuous? Armani is a good brand Why is it expensive? 67% wool

