



**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 hardware 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 short-sleeve 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

