



OKLAHOMA COOPERATIVE EXTENSION SERVICE

4-H Fabrics & Fashions

Consumer Education

Beginning Level (9-11 Years)

Where to Shop

No one store is the best place to shop for all your clothing needs. There are advantages and disadvantages to each. Consider the following advantages and limitations before you decide where to shop.

<i>Kind of store</i>	<i>Advantages</i>	<i>Limitations</i>
<i>Variety Store</i>	<ul style="list-style-type: none"> • Prices moderate to low. • Excellent source for fad items. • Open longer hours. 	<ul style="list-style-type: none"> • Self-service only. • Usually cash-only. • Quality must be carefully checked. • Usually difficult to return items. • Few, if any, dressing rooms. • Little variety. • No alteration service.
<i>Discount Store</i>	<ul style="list-style-type: none"> • Usually low price merchandise. • Excellent source for fad items. • Open longer hours. • Parking is usually plentiful. • Regular sales. 	<ul style="list-style-type: none"> • Little variety. • Many items poorly constructed. • Fabric quality may be poor. • Limited fitting rooms. • Self-service only. • No alteration service. • Limited charge account services.
<i>Large Department Store</i>	<ul style="list-style-type: none"> • Greater variety. • Convenient locations. • Reasonable prices. • Regular sales. • Usually have their own charge account service. • Usually offer alteration service. • Preferential customer sales for charge account customers. 	<ul style="list-style-type: none"> • Merchandise may be shop-worn. • Items not sold in other stores may be transferred. • Stock may not be locally appealing. • Finance charges may be high. • Personal service is limited.
<i>Boutique</i>	<ul style="list-style-type: none"> • Source of hard-to-find items. • Specialize in the unusual. • Personalized service. • Usually offer alteration services. • Very luxurious decor and relaxed atmosphere. 	<ul style="list-style-type: none"> • Usually high prices. • Not always conveniently located. • Limited number of sizes. • Open fewer hours.

<i>Kind of store</i>	<i>Advantages</i>	<i>Limitations</i>
<i>Outlet Store</i>	<ul style="list-style-type: none"> • Low prices for fashion items. 	<ul style="list-style-type: none"> • Self-service only. • Merchandise may have flaws. • Sizing may not be standard. • No alteration service. • Limited hours. • Limited or no fitting rooms. • Usually no returns allowed. • Usually operated on a cash-only basis.
<i>Chain store</i>	<ul style="list-style-type: none"> • Many sizes and styles. • Usually moderate cost. • Usually easy to return merchandise. • Usually have their own charge account service. • Regular sales. 	<ul style="list-style-type: none"> • Self-service only. • Merchandise may have flaws. • Sizing may not be standard. • No alteration service. • Limited hours. • Limited or no fitting rooms. • Usually no returns allowed. • Usually operated on a cash-only basis.
<i>Mail order</i>	<ul style="list-style-type: none"> • Many sizes and styles. • Moderate prices. • Easy to return merchandise. • Good buys on basic clothing. • Charge accounts usually available. • Regular sales. • 24 hour service. • Do not have to drive in traffic. • Greater variety of merchandise. 	<ul style="list-style-type: none"> • Can't look at merchandise before buying it. • No alteration service. • Local economy doesn't benefit from your business.
<i>Garage sales, attic sales, yard sales, Thrift shops</i>	<ul style="list-style-type: none"> • Usually low prices. • Garments may be a source of nice buttons, trims, and fabric. 	<ul style="list-style-type: none"> • Garment may need to be washed and repaired. • Garment may not have a care label. • Garment may need altering. • Cash only. • No place to try garment on. • Unsatisfactory items can't be returned. • Garment may have insect damage.
<i>Specialty stores</i>	<ul style="list-style-type: none"> • Usually offer alteration services. • Personalized service. • Variety of merchandise. 	<ul style="list-style-type: none"> • Usually high cost. • Open fewer hours. • Usually operate on a cash only basis or limited charge account services.