

Women love shopping – A myth?

According to a leading psychological journal who studied the effects of retail therapy in both women and men, the belief that women love shopping has proven to be a myth.

The study (which took place in the US) shown 67% of the man were successful in finding the items they needed while 83% of the women, who spent more time searching, came out empty handed or with one item that “will do”.

The above is hardly surprising when we consider women’s lack of focus as to what really suits them, their critical internal voice- reminding them of the lasting three pounds to “goal weight” and, for some, the feeling of guilt when spending time and money on themselves... It also does not help when the shop assistant is far from honest about how you really look, and fashion itself changes rapidly to meet the latest celebrity trend (“hats: hot or not” Grazia magazine of this week...) making it is difficult to invest wisely in a lasting vogue. This leaves many women reluctantly choosing the easy option already hanging in their closet, they might not like the garment but at least it worked in the past.

With the run-up to Christmas and the approaching company’s night out, Christmas day and New-Year’s eve ball, one is again faced with the dilemma of where to shop and how to dress. As my job is to solve fashion fixes on a daily basis, allow me to comment that the key to success in shopping is the focus on one’s shape, complexion and the purpose of the outfit. Not every occasion calls for a spectacular dress and you will be wise to find a few key pieces and accessories to creatively transform your look and create the desired - and perceived effortless effect, not sure? Ask an expert and save yourself from making future mistakes.

As always, DressYourWay, Danit