

# WISE BUYER VERSUS CONSPICUOUS CONSUMER

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# 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: GIUSEPPE ZANOTTI HIGH TOP SNEAKERS

- ◉ Giuseppe Zanotti  
Zip High-top Sneakers
- ◉ Price: \$665
- ◉ Why is it conspicuous?
  - It is special edition from Kanye West by Giuseppe Zanotti
- ◉ Why is it expensive?
  - The brand and material is from Italy.



# WISE BUY: CONVERSE SNEAKERS

- ◉ Converse Chuck Taylor All Star High-Top Sneakers
  - ◉ Price: \$54
  - ◉ Why is it wise?
    - It is affordable
- Material is soft cotton drill inner lining.



# CONSPICUOUS BUY: MICHAEL KORS LEATHER PURSE

- ◉ Selma Mini Studded Leather Cross body
- ◉ Price: \$248
- ◉ Why is it conspicuous?
  - The brand is expensive.
- ◉ Why is it expensive?
  - The structured shape and Saffiano leather craftsmanship.



# WISE BUY: WOMEN'S VINTAGE BAG

- ◉ Fashion Style  
Metallic and Hasp  
Design Women's  
Vintage Bag
- ◉ Price: \$16.8
- ◉ Why is it wise?
  - beautiful vintage design with cheap price.





# CONSPICUOUS BUY: AUTOMATIC WHITE LEATHER WATCH

- ◉ Omega 42mm Automatic Chronometer White watch
- ◉ Price: \$13,370
- ◉ Why is it conspicuous?
  - the brand is SWISS LUXURY and it is an omega watch
- ◉ Why is it expensive?
  - it has white dial rose gold case, diamonds white leather strap





# WISE BUY: KEZZI WOMEN'S WRIST WATCH

- ◉ Kezzi Women's K770 Fashion White Leather waterproof Wrist Watch
- ◉ Price: \$49.9
- ◉ Why is it wise?
  - The brand is from China and it is waterproof



# CONSPICUOUS BUY: BEATS STUDIO WIRELESS HEADPHONE

- ◉ Beats studio wireless headphone
- ◉ Price: \$375.95
- ◉ Why is it conspicuous?
  - Iconic Beats sound and Dual-mode Adaptive Noise Canceling.
- ◉ Why is it expensive?
  - It is pair and play with your Bluetooth



# WISE BUY: SONY WHITE HEADPHONE

- ◎ Sony MDR ZX100/WHI
  - headphones - Full size - White headphone
- ◎ Price: \$15.75
- ◎ Why is it wise?
  - cheap price outdoor Monitor with comfort and performance.



# CONSPICUOUS BUY: MILLENNIUM KING POSTER BED

- ◉ Signature Design by Ashley - Ledelle (Millennium) King Poster Bed
- ◉ Price: \$1,212
- ◉ Why is it conspicuous?
  - Too expensive and not many color to choose from
- ◉ Why is it expensive?
  - expensive material and special design.



# WISE BUY: KING SIZE BED

- ◉ Maribel wooden King size Panel Bed
- ◉ Price: \$209
- ◉ Why is it wise?
  - Solid black finish. Casual cottage design accented with pewter color knobs for a more urban look.



# CONSPICUOUS BUY: LAMBORGHINI

- 2015 Lamborghini Huracan, MSRP
- Price: \$237,250
- Why is it conspicuous?
  - It is Succeeding Supercar Ubiquity, not safe to drive everyday.
- Why is it expensive?
  - Auto parts are expensive, its special design.





# WISE BUY: CHEVROLET CAMARO

- ◉ 2015 Chevrolet Camaro Sports car
- ◉ Price: \$23,705
- ◉ Why is it wise?
  - the perfect combination of distinct design, cutting-edge technology and exhilarating performance. Simply put, it's the full package.



# CONSPICUOUS BUY: SUNGLASSES

- Dolce & Gabbana  
Sunglasses DG4247B 56
- Price: \$840
- Why is it conspicuous?
  - Exclusive, Luxurious, Glamorous and Sophisticated. The Dolce & Gabbana collection is polished to perfection.
- Why is it expensive?
  - Frame material is Acetate and case type is hard.



# WISE BUY: SUNGLASSES

- ◉ Forever 21 Classic Cat Eye Sunglasses
- ◉ Price: \$5.99
- ◉ Why is it wise?
  - Material is cheap. Their sharp cat eye shape is bold and stunning, a perfect touch to all your summertime looks



# CONSPICUOUS BUY: PROM DRESS

- ◉ Jasz Couture 5362 2pc Feather Prom Dress
- ◉ Price: \$598
- ◉ Why is it conspicuous?
  - This sexy two piece feather evening dress has a chunky stone strapless sweetheart bodice with beaded and feathered full length skirt
- ◉ Why is it expensive?
  - Special design with Expensive material



# WISE BUY: TWO PIES PROM DRESS

- ◉ Blue split side long lace prom dresses
- ◉ Price: \$98
- ◉ Why is it wise?
  - Cheap material made in China. It looks beautiful.





# CONSPICUOUS BUY: CHANEL PERFUME

- N° 5 PARFUM  
GRAND EXTRAIT
- Price: \$4200
- Why is it conspicuous?
  - The now and forever fragrance, in its rarest, most collectible form. With a very limited quantity available
- Why is it expensive?
  - It is from France.





# WISE BUY: VICTORIA'S SECRET PERFUME

- ◉ Victoria's Secret Bombshell for Women Spray perfume
- ◉ Price: \$40
- ◉ Why is it wise?
  - Smells good and awesome, can get it for cheap price.

