

# COST PER WEAR | EVER HEARD OF IT?

17 Feb 2019



CHAT WITH A STYLIST

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Every savvy style-seeker should know about the **Cost Per Wear Formula**.

Take the total cost of a piece and divide it by the amount of times you've worn it in a given time period. Now you've got an insight into how much you're REALLY paying for your wardrobe.

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If you wear a \$118 dress 50 times a year, your cost per wear is \$2.36. And that \$40 dress that you wear twice before giving away or, more likely, forget about entirely? You're out \$20 each time, often for something ill-fitting and lacking a WOW factor that makes you feel amazing.

Which would you choose?

Shopping based on fit + quality rather than one-and-done fast fashion, as well as learning *how to style* your pieces ensures that you'll get the most mileage out of every garment.

We specifically choose pieces that have the quality + versatility a garment needs to yield the best possible CPW - add a little styling magic (courtesy of you or us) you're on the way the perfect, buildable, cost-effective wardrobe.

Shop in-store + online and see what we can do for you...

Jess Henry

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