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Used is the New New:

But how do you know if you are getting a great deal or just buying used rags?

Sherman Oaks, CA – Anyone can shop consignment, but to be great at it, make your friends swoon with jealousy, and save big bucks, all you need are some tips and a little patience. Fashion expert and owner of high-end LA consignment boutique Rodeo Drive Resale (www.rodeodriveresale.com), Raya Premji shares 7 tips that will help you become a world-class bargain shopper.

1. Know your price range before shopping. Consignment shops differ in price ranges, so know your budget before picking a store. If you are looking to spend \$10 - \$20, you should look at going to a lower-end resale store. For high-end designers, only go to high-end consignment shops.
2. Only shop at reputable resale stores. Many resale stores sell fakes, and may not even know it, so make sure the store has a 100% Authenticity Guarantee. Items should be thoroughly evaluated by the store or by a representative at the respective designer house whose name appears on the item itself.
3. Don't be in a rush. Consignment stores have so much at great discount; you have got to take your time looking. Unlike a department store, there are usually very few of each item, so take your time going through each rack. To score the best deals and items, don't rush.
4. Never go by the label size on the item. All designers size their items differently, so you must always try on the items before buying. As for online retailers, the store should list exact measurements, like Rodeo Drive Resale not only gives the size, S, M, or L, but also exact waist and chest measurements. You should also be aware if they except returns or give store credit.
5. Only buy items in like-new condition. You should only shop at stores that sell excellent condition items, and always review the condition of the item before purchasing it. Never accept items that have holes, stains or tarnished in any way.
6. Sign up on their guest book and personal shopper lists. At Rodeo Drive Resale, the store will call you whenever your listed item comes in.
7. Make friends with the sales people. New items come in daily, and often times items don't even make it onto the rack, so stop into the store once a week.

*For more information, please log onto:
www.rodeodriveresale.com*