

## Designer Labels

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While my favorite places to shop are thrift stores, vintage clothing stores and goodwill, I love browsing the designer section of department stores. No, I'm not in the market for a \$700 blouse. Not long ago I was in designer apparel when a new sales girl approached. The reason I know she was new is because most of the folks who work at this particular store know it's a complete waste of time to try and sell me anything. Before I could say, "No. Not looking for anything specific. Just browsing" She started the pitch.

"Isn't this classic? The lines are amazing. I could totally see you in this. Everyone needs to have 2 C's in their closet."

"It is beautiful. I keep my college transcripts in my closet so I have WAY more than 2 C's."

She looked at me like I was an idiot. I started to believe she was right. Sure there is no way I could afford this frock but she didn't know that for a fact. I could be the big sale she'd been hoping for all week. Who's to say I couldn't buy it to prove a point then return it the next day... pending she's off work.

"I'm kidding. What were you saying about the dress? I do love it but not sure where I could wear it."

"Are you kidding? You could wear this anywhere; a date with your husband, girl's night out, wedding, work, church. The possibilities are endless."

Work, Church? She was reaching.

“It’s covered in sequins. I wouldn’t feel comfortable wearing it to church. Could I wear it in a pine box?”

She didn’t get it. And again I get ‘that’ look.

“You could break with the conventional. Don’t be like everyone else. You should really try it on.”

The entire time she was talking I was trying to find the price tag on this dress that according to the saleslady would change my life. To passersby it probably looked like I was violating the mannequin.

I located the price tag. It wasn’t good. This dress cost almost as much as my first car.

“You just can’t put a price tag on something this spectacular.”

“Yeah you can. It’s right here.”

“Having a piece like this will change your life.”

“My life would change. My husband would divorce me and I’d be forced to live in this dress.”

“Look at the detail and the stitching. Remember this is handmade.”

“By whom?”

“I’m sorry?”

“I mean, whose hands made this garment that could justify the cost? Jesus?”

I lost her. She had my number. She met people like me all day. When I introduced myself as ‘Becky’ all she heard was, “Hi! I’m a complete waste of your time.”

Then she pulled out the big gun...

“This designer sizes her clothing a little different. You’d probably wear a ‘2’.”

SOLD! Not really but it goes to show you how powerful the number ‘2’ can be to someone who is clearly closer to a ‘10’.

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