

## Smart Shoppers Going Off-Price This Season

(NAPSA)—During a tough economy, shoppers need to seek smarter ways to update their wardrobes—without going over their budgets.

This explains why off-price retailers such as T.J.Maxx and Marshalls are a great alternative to department and specialty stores. Nowhere else can you find amazing values on first-quality, designer merchandise every day. How are off-price retailers able to offer brand names at amazing prices? Here are the top five reasons why these two stores are the smarter way to shop this spring:

1. **Buying Power**—Their merchandise strategy can be summed up in two words—opportunistic buying. While other retailers buy merchandise several times a year, their buyers travel to market over 40 weeks a year, sourcing from 10,000 vendors in 60 countries. These wide and frequent market trips allow them to buy closer to need and be smarter about trends. Also, because they are making deals closer to need, they are in a good position to negotiate a better price with vendors and pass those savings along to their customers.

2. **Unbelievable Savings**—Today more than ever, their buyers can negotiate even better prices with vendors due to many factors: department stores planning their inventories much lower, overbuying and then canceling orders, or designers overproducing. All these things allow T.J.Maxx and Marshalls to deliver the same merchandise sold in department stores, at the same time, at much lower prices to their customers.

3. **Product Quality**—At T.J. Maxx and Marshalls, values extend to the important partnerships they have with their vendors. The vast majority of their merchandise is sourced directly from top designers and manufacturers. Over 95 percent of merchandise at T.J. Maxx and Mar-



**Off-price retailers make updating your wardrobe possible this spring season.**

shalls is the same first-quality items that you would find at a department or specialty store at the same time.

4. **Fresh Merchandise**—While department stores only receive new merchandise seasonally, T.J. Maxx and Marshalls stores receive more than 10,000 new items each week. When you shop at the stores, you're bound to find a new, differentiated selection of merchandise with every shopping experience.

5. **No Sale, Ever**—Their reputation has been built on offering their customers an ever-changing selection of brand-name family apparel at great values every day. They know customers are bombarded with “sales” and savings messages all the time. They try to keep it simple for them by offering great values every day. There is no need to wait for a sale or clip coupons.

So when thinking of where to shop for new key wardrobe pieces, keep in mind that over 10,000 new items are delivered each week to every T.J. Maxx and Marshalls.

For more information, visit [tjmaxx.com](http://tjmaxx.com) and [marshalls.com](http://marshalls.com).