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5 Things YOU NEED to Consider Before Falling for New Trends

Nov 17 | Written By Megan Waldie

1) Wait it out!!!

You never know how long a trend is going to last. For example, puffers have lasted three years now, and yes, *okay*, the style of puffers have evolved (long puffers and super puffers), but the overall trend of puffers are going to be a winter must-have for the fourth year in a row! Trends fade, so I usually will wait a few months to see if the trend is worth buying into then.



2) Get your money's worth

If you're gonna buy into a trend, it's essential that you actually wear what you're planning to buy into. Something to also keep in mind is to consider whether or not the new purchase will compliment something you already own, or if there's an entire new style you wish to invest into. When I first bought my Adidas Superstars, it took me a while to wear them. At the time, I wasn't sure if they were really "my thing." I had a hard time styling them with my other clothes. I ended up biting the bullet and finally wore them. They're not my go to white sneakers but I have considered buying a pair of Stan Smith's to see if I like those better.



3) Don't overspend

This tip goes out to all the money my mom spent on leggings. Although I am a supporter of slow fashion (ethically and sustainably made fashion), depending on the trend, it's always a smart idea to dip your toes in before you find yourself rummaging through a pile of leggings. If you're interested in a luxury trend, look for the item on online consignment stores like [TheRealReal](#), [Ssense](#), and [Rebag](#). What's great about these websites is all the products on here are the real deal. The quality control is excellent and you don't have to worry about the seller's flaking



4) Do your research

If you're lucky, you may know someone who has already bought it into a trend. Ask them about what they like about the product! Some higher-end brands, like Aritzia, have buy & sell groups, definitely ask the group questions about the products you're interested in.

Is the product machine washable? What is the sizing like? Is the material worth the price? This way, you know that you're getting into. Another great thing I like to do is to shop in-person alone so I'm able to try on the pieces without being plagued by other opinions other than my own.



5) Don't buy it if you don't like it

Trends are not a "one size fits all," not everyone can pull off a trench coat or a blanket scarf, whether it's a styling issue or your body shape. Other things to consider are style variety and available colours. Before I leave a store, I always ask myself, "Can I leave the store without it?" If the answer is, "Yes" I put the item down and continue on my way. Although it's nice to always be up to date with the latest fashion trends, it's important to stay true to you and your own style.



Trying to find your own sense of style can be hard. Especially when there are so many opinions out there. Plus who wants to buy a \$2000 pair of shoes just for them to go out of style a week later?

Megan Waldie

State of The Game

info@gastownstudios.com

[\(778\) 990-5159](tel:(778)990-5159)

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