

## HAILEY RAE 10 CLOTHING BRANDS FOR AFFORDABLE BASICS. TRANSCRIPT

The first brand that I want to talk about is Everlane. I have shopped at Everlane for quite a few years now. A majority of my basics are from there. I really like Everlane because they generally have good prices for such an elevated product. Their items are really luxurious in the sense that they feel high quality. You can tell that they're made with a higher quality fabric. And of course, Everlane is a sustainable brand, so they offer transparent pricing and some different sustainable efforts throughout their business model, which also attracts me to them. Now, this video isn't going to be about sustainability, but if you are looking to shop a brand that provides really good, high quality basics that won't break the bank and that also have the sustainability factor woven throughout them, Everlane is a good brand for you. If you're going to shop Everlane for anything in specific, I highly recommend t-shirts. I have quite a few crop tops from them, and they've held up throughout the years very well. Another one of my favourites from Everlane is actually their denim. So, they have a lot of really cute denim. I think they might be priced a little bit higher than \$100, but well worth it. And there's also always the opportunity to catch items on sale. That's actually how I do quite a bit of my basic shopping. I'll keep an eye out or sign up for emails from those like mid-tier accessible luxury brands in a way and by that I mean brands that are kind of falling between that hundred and \$200, \$300 price point and I'll usually wait for a sale. Then I'll just buy a ton of stuff and save a ton of money. Everlane is really the all of the above brand for me in terms of having everything that I need from high quality products to transparency to good pricing and all of that. So yeah, definitely check out Everlane.

Next up, we have Quince and let me tell you, I'm a ride or die for this brand. So, I actually learned about this brand when I was getting ready to go to Europe, and I really needed some good quality basics that were going to fit the European aesthetic I was going for, I guess. So, I bought a couple things off Quince and oh my God. Oh my God. One of the things I love the most about this brand is their transparent pricing. At the bottom of every product description on their website, you can see brands that carry a similar item and what they're charging for it versus what Quince is charging for it and honestly, that chart does its job with me. It makes me feel like I am putting my money in a better place than I would if I were to be purchasing from one of these other brands. Now, some of my favourite products from Quince are their washable silk products. I have a couple of dresses from them. They're perfect for traveling because you can just wash them on the go. You don't have to worry about dry cleaning them or anything like that. They also have a \$50 cashmere sweater. I haven't tried it, but I've heard really amazing things. Quince also offers some home products. They offer travel products. Honestly, this is a store that you can get a majority of the quote unquote basic things you need for your life and again, you're able to see the price that you would pay at another brand. So, if you're looking for some good affordable basics that you can trust the brand with what they're giving you at a reasonable price, Quince is it.

So, next we have J.Crew. And I think that the Gap and J.Crew are fairly similar in their product offerings as well as their pricing. J.Crew is pretty much always on sale, especially their clearance section, which I love. I've gotten so many items from J.Crew off their clearance section where things will be marked down and then it'll be extra 40, 50, 60%. Like if you're a sale shopper, Gap, J.Crew, great options for you. Now, J.Crew is a really good option for work wear wardrobe staples. So, if you're looking for something that's a little bit more elevated in the sense where you can wear it to the office or maybe you kind of like that more preppy look, then J.Crew is a really good option for you.

I don't have one specific product that I really like from J.Crew. Maybe their blazers. I do love a good blazer, but I don't think you can really go wrong with any product from J.Crew. So, if you want to get some more chic, preppy type of, there's got to be a better word for it, but maybe like all American style type of clothing, then J.Crew is probably going to be a good option for you.

So, next I'm going to talk about Uniqlo. Now, I haven't shopped a ton at Uniqlo, but I have purchased quite a few t-shirts there, and honestly, they've been great. Really high quality, really good material and their prices are pretty incredible for the products that you're getting. I don't love the online shopping experience at Uniqlo. I don't know what it is. I think that I just don't like the layout of the website. I think that they need to get a website designer in there and fix the user interface, cuz I hate it. So, if you have a store near you, I would recommend going there, but maybe you're not as picky as me when it comes to your online shopping experience, but whatever. To each his own. If you are looking for outerwear, Uniqlo is a really good option. Now, full transparency, I don't own any type of outerwear from Uniqlo, but when I was looking for a winter coat about a year or two ago, they were my second choice. I ended up going with another brand, but after all the reviews I read and crowdsourcing from my friends and just doing the research to figure out what brand has the best affordable winter coat, Uniqlo really blew it out of the water. So, if you're looking for a good winter coat, Uniqlo is the way to go. Do not sleep on them.

## **VOCABULARY**

affordable (adjective) - something you can buy without spending too much money.

blazer (noun) - a smart jacket that you can wear to school or work.

cashmere (noun) - soft wool from a special kind of goat, often used to make sweaters.

clearance (noun) - a sale where shops try to sell things quickly, usually at low prices.

crop tops (noun) - short shirts that show your stomach.

crowdsourcing (noun) - when many people help together to do a job or give ideas, usually online.

denim (noun) - strong blue cloth often used to make jeans.

fabric (noun) - cloth that is used to make clothes.

luxurious (adjective) - very fancy, expensive, and comfortable.

sustainable (adjective) - something made in a way that is kind to the earth and can last a long time.