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# Buying Clothes Through Catalogs

Have you noticed that a lot of businesses use printed advertisements such as catalogs for their product and company promotional tool? Don't you ever ask why it is so? Maybe, it's because printed advertisements are highly effective in reaching the goals of the corporation.

It's a fact that women like to shop for garments. They like to try the latest fashions on and explore through stores for some great steals. But if women can't come to a store for some reasons, why not let the store come to them?

Catalogs are great marketing tools. Some women consider shopping a therapy, but if they can't go to a store, looking at catalogs can likewise do wonders. The professionally shot garments, if set correctly on the pages, can draw even the choosiest of buyers. Catalogs are similar to women's magazines in a sense that they are both good "reading" materials for women.

Dresses on catalogs are ordinarily a preview of the latest or trendy fashions from a company, which is a great attraction for those who adore fashion. They would be able to get the latest trends even before it hits the market.

While most women don't have a problem shopping for dresses, it's not true for men. Ever wonder how Victoria's Secret began? A man named Roy Raymond began the company in 1977 because he was ashamed to buy lingerie for his wife in a department store setting. And while he opened physical stores, he also quickly followed it with a mail-order catalog so those who couldn't or didn't want to go to his shop would still be able to browse items through catalogs. So there you have it. Catalogs worked for men then, they still work for men now.

Apparel catalogs also make men pay attention. Other catalogs about men's interest, such as hardware equipment, car part and accessories, or electronic gadgets, would get men's notice, but so do their physical store counterparts. They usually tolerate, or even love, spending time inside a car shop or hardware shop, but they won't spend a minute longer than necessary in a clothes boutique. If a man needs a clothing item, he will go immediately to a store that sells it and leave, not bothering to look around for some other products that may be useful to him.

So if a garment store can bring all its items to a man through a catalog, he will also be forced to look at the other clothes as well, therefore, he may include one or two more buys.

Catalogs are also useful in pulling in new clients. Some people don't enter a shop they are not familiar with. Even if the shop has a new line of items that they may interest them, they won't know about it since they won't trouble themselves to find out. There are also some who want to look around inside a shop but are afraid that they won't be able to afford the items.

Catalogs are a great help to a clothing brand if done the right way. Of course, they should have great photos of the clothes, full item information, and a superb layout to achieve its goals. Because the success of the catalog is dependent on whether people would actually want to open its pages, and that's not achievable when you have a poorly created catalog.

Catalogs are just what a brand needs to entice store patrons. Those who don't know anything about the shop might find products that interest them through a catalog. And those who have questions will get answers as catalogs have complete info posted, including the item's available colors, sizes, materials, and price.

A [Marketing Brochure](#) is a highly effective business marketing tool. See how a catalog and a [Sample Brochure](#) can help you rake in profits. Free reprint available from: [Buying Clothes Through Catalogs](#).

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