

Pricing of clothing is much more subjective and really depending on several factors:

1. Brand Name – People will pay more for clothes that are from higher end stores (Boutique, Gap, Gymboree, Janie & Jack) vs clothes from Target, Kohls, etc.
2. Condition – If the item is like new or barely worn, it should be priced more than if the item is very worn or overwashed.
3. Age – If the item is of current style and newer it will also sell for more than clothes that are older.

With all that said, it also really depends on what your objectives are for the sale. If you are at the sale to make money and don't care if you take home things, then price your items higher. If you just want to get rid of your stuff, then price it lower and it will move. In my experience as a shopper and organizer, the people who have their items priced lower always sell more and quicker. People like a deal and are willing to hunt for things if they know your prices are fair. Keep in mind not everyone negotiates.

Some people will try to bargain with you regardless if your prices are high or low...they just want to get a deal. Although it is pretty common when people are buying a ton of stuff and the total comes to \$17, taking \$15 for it. Most people don't negotiate early on in the sale, as time goes on and the sale is coming to an end, negotiations and price slashing are common practice. I have seen many people say everything is 50% off after 11am, or everything on the table is X amount.

When looking for guidelines for your prices...it's going to be somewhere in between garage sale & resale shop. If you have outfits that go together, put all pieces together with safety pins, etc and price it accordingly. Think about what you would pay for the items used and use that as a guide too. If you stand back and say that you probably wouldn't buy it, then price it really low...because someone probably will (as long as it is in wearable condition). Most people won't buy stained or ripped items.

Here are some typical pricing guidelines, the higher end is for brand name like new items.

Boots \$2-\$10	Jeans \$1-7	Dresses \$2-10
Shoes \$1-5	Sweaters \$1-5	Coats \$3-15
Shirts \$1-3	Shorts/Skirts \$1-3	Costumes \$5-15
Pants \$1-5	Pjs \$1-2	

There are always lots of baby clothes (under 12 months) and as a general rule keep the prices low unless they have never been worn and have tags. Items like onesies, socks, tights, bibs, burb cloths, etc bundle them together and sell them as sets for around \$1 or cheap like 25 cents each.