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Online stores make shopping more convenient for students

Some University students confess to frequent overspending on clothes

By Reese Lee
 Freelance Reporter

Spending too much money, having an overflowing wardrobe and buying into outdated fashion fads are only some of the problems associated with being a clothes horse.

Since online stores make it easy to shop from home, shoppers must no longer trek to the mall to visit walk-in stores, thus enabling students who are strapped for time to shop at their convenience.

Freshman Diana Hughes said she buys many of her clothes from <http://www.hottopic.com>.

"You can shop from the comfort of your own home," she said.

Hughes said she shops at several stores, including PacSun, Exit Real World and Best Buy.

"Once I just got my paycheck for \$400, and I spent \$300 out of it later that same day," she said, adding that she owns 20 pairs of shoes in her cramped residence hall room.

Hughes said the reason she shops so much is because it's fun.

"It's an excuse to go out and socialize," she said.

Freshman Charlotte Gallagher said she shops too much because she wants to express herself.

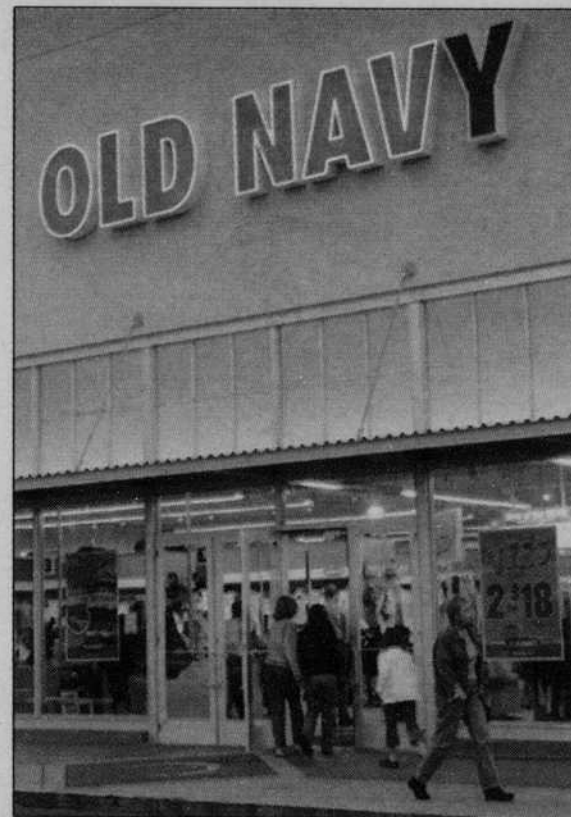
"I like to express myself through my style," she said. "The main problems of buying too many clothes are that it takes the focus away from what's really important, and we are buying into materialism."

She added that she faces a common problem among shopping addicts: overflowing dresser drawers.

"I had to buy more coat hangers and squeeze my clothes into my drawers," she said. "People who shop too much should get out of the mall and interact with other people instead of spending so much money."

However, some students refrain from purchasing a large quantity of clothes.

Freshman Akiko Nakajima said she used to spend a lot of money on clothing but hasn't since coming to the University



Tim Kupsick Photographer

Old Navy customers partake in clothes shopping Sunday.

because she has nothing to buy.

"When I lived in California during my high school years, everyone dressed up, but here people are more casual," she said. "So now I normally just wear jeans and a sweatshirt and don't buy that many clothes any more."

Reese Lee is a freelance reporter for the Emerald.

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MUSIC

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Ave. "Right now, I'm into King Crimson's 'Lizard.' I don't want to listen to anything else."

Many retailers reported that dependence on music can lead to a number of adverse effects. Citing overspending and a decay of social skills and judgmental attitudes as the detrimental aspects of music dependence, retailers generally believe that problems only arise when customers take their passion to an extreme.

"When you spend six hours straight under the headphones, it can begin to affect your social skills," Sarge said. "If the song 'Helter Skelter' starts speaking to you, it might be time to walk away."

But many retailers believe the positives outnumber the negatives.

"Music is an addiction that doesn't hurt," Ogburn said. "And it's like religion, in that it can be spiritually fulfilling."

And music junkies have plenty of opportunities to fulfill themselves. New portable listening devices, such as Apple Computer Inc.'s iPod, have become immensely popular among consumers. According to Apple, more than 700,000 iPod units have been sold in the last fiscal quarter. The related iTunes computer jukebox system has recorded 30 million song downloads to date.

Retailers believe this kind of consumption boils down to the pure power of music.

"Music can save your life," Sutherland said. "It's like that old quote, it 'soothes the savage beast.'"

Contact the senior Pulse reporter at ryannyburg@dailyemerald.com.

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