

Title : Fashion Items Should Not Be Bought Online

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**FASHION ITEMS SHOULD NOT BE BOUGHT ONLINE**

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## **FASHION ITEMS SHOULD NOT BE BOUGHT ONLINE**

Technology has never been more evolved and more advanced, and it has already become a staple necessity in this modern era. Same goes for the Internet, where almost everything has now becoming more accessible without limits or boundaries. At the same time, fashion has also become a staple in everyone's lives people now care more about their overall appearances and would like to emulate their favourite actors and singers such as BlackPink or EXO from Korea. As for fashion bloggers, geeks and anyone who wants to find themselves a new image, the Internet has been their most favourite haven for shopping brand-new and up-to-date wearables. For example, Lazada, Shopee, eBay and Carousell sell Korean casual wear with described sizes and measurements just for their convenience if they are too busy or lazy to come out of their homes. However, what they did not realize is that things are sometimes not what they seem. Once they discover the truth, the customers' initial high expectations will eventually turn into utter disappointment. Here are some of the justifications of why people should never buy fashion items online.

One of the reasons customers should never buy fashion items online is product originality and authenticity problems. Any product being genuine, pure, and authentic other than original is one of the main reasons why people like to buy them. This is due to them being made by or under supervision by their own

respective brand companies like Levi's, Padini, Bonia, Calvin Klein and more with their outstanding trademark quality control. With an overabundance of shopping websites available on the Internet, any customer should think it was way easier to find them online and buy them from there. However, there are some companies who are experts in illegally producing exact copies of the original products known as knockoffs, so that people can buy them at a cheaper price without doing further research on their authenticity. For example, Faris bought a Levi's slim fit jeans online to wear for the upcoming university dinner, which he, after a few tries, discovered that it ripped or tore apart way too easily for such a high-quality fashion brand product. As a result, many people who bought such items online would eventually realize that they had been cheated after discovering their side effect caused by their poor quality.

Other than that, customers should also be afraid of the fact that some online fashion websites are part of a scam syndicate. Ever since the advancement in technology, everyone loves to shop online rather than visiting physical shops and outlets. Due to this, some criminal syndicates took this technological advancement as an advantage to create their own faux fashion websites in order to trick any unsuspecting online customers into thinking they are authentic and officially licensed. From there, they were able to lure anyone into their trap by buying their products with expensive prices and give them unrelated stuff in

return. In other words, these websites were developed to trick anyone for fast cash. For example, in April 2016, some online shoppers who were victims of China-based faux online fashion websites shared numerous photos of their recent purchases on Facebook along with those advertised online as comparison in an attempt to expose the dirty work of online scammers (Forster, 2016, p. 1).

Last but not least, fashion items, especially clothing, should never be bought online because of measurement errors and inaccuracies. Fashion clothing had their own set of sizes based on waist measurements. For example, sizes of shirts and jackets range from extra small (XS) to triple extra large (3XL), whereas those of jeans, trousers and shorts range from the smallest (28) to (48). However, due to varying body shapes and customers demanding too much, clothing companies now put even more specifications for their products like slim fit, skinny, regular and more. This new phenomenon is dubbed the “vanity sizing”, which in turn causes such size measurements to be invalid, and will cause confusion to some customers, thinking which one is the best for their body size and overall requirements without even physically trying them on. For example, Wayne bought a white slim fit formal shirt online with a size of 29 based on his exact waist measurement, but found out that he could not wear it due to the sleeves of the shirt being too narrow for his arms to fit in. As a result, customers who bought them without hesitation will be forced to make returns due to incompatibility with

their body shape despite having the correct size measurements (Dockterman, 2019, p. 10).

In retrospect, the reasons stated above are more than evident to prove the stand that people should refrain from buying fashion items online as doing so would bring more harm than good. Therefore, to avoid such unpleasanties such as being cheated from happening again, all good and responsible customers are encouraged to spend more time going to shopping malls and buying anything they wanted from any official, authentic fashion outlet available. Not only they look great after wearing them, but also as a sign of support for the famous brands by purchasing their products directly from their shops.

## **References**

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