

SHOP SMART

8 ways to save time and money at outlet malls

Be on the lookout for deals online before heading out.

By Consumer Reports

Outlet malls are big business, notes Consumer Reports – and they are getting bigger, because even though the worst days of the recession are over, consumers still demand bargains.

From 2006 through 2012, the amount American shoppers spent at outlet centers grew 41 percent, vs. 9 percent for traditional malls. By the end of this year, 50 outlet centers will have been built since 2006, compared to only three retail malls.

The industry estimates that consumers will spend \$42 billion in outlet stores this year, up from \$24.3 billion in 2012.

Outlet shopping has also become more convenient. In the past, centers were built far from full-price stores in big cities to avoid competing with them.

But retailers have seen that outlets actually complement their retail business, so more chains are building in or close to big cities, says Linda Humphers, editor of the trade publication Value Retail News.

The Palm Beach Outlets, just east of Interstate 95 in West Palm Beach, opened in February 2014 with 100 stores and continues to expand.

Just seven months after its opening, a wave of big-box stores began setting up shop on the same property off Palm Beach Lakes Boulevard. Whole Foods is one of the latest



The Palm Beach Outlets in West Palm Beach are among many outlet malls throughout the country attracting shoppers. RICHARD GRAULICH / THE PALM BEACH POST



Plan ahead for your trip so you know what you're shopping for. ALLEN EYESTONE / THE PALM BEACH POST

and recently announced an opening date of Feb. 25.

But before heading out to any outlet, here eight ways to save the most time and money.

Consumer Reports offers these shopping tips:

1. Compare prices first. Just because an item's at an outlet doesn't mean it's a bargain. Do

a price check via smartphone or computer before you buy.

2. Time it right. Price slashing generally takes place on holidays and during traditional retail sales periods, including Black Friday. If you can, plan your trip for Tuesday through Thursday, when there are fewer shoppers. And shop early in the day, when merchandise hasn't been picked over.

3. Plan your trip. To avoid wasting time and missing bargains, log on to your local outlet center's website and download a map before shopping. The typical outlet mall today covers more than 400,000 square feet and has 100 or more stores.

4. Get the coupon book. While you're on the website, look for printable coupons. Some centers charge a fee for a book of coupons onsite, but you can generally download it free by signing up for the re-

wards program. Or go to customer service to get a hard copy.

5. Check out rewards programs. You can get exclusive, personalized coupons and sale offers. At the website for Tanger, which operates 40 malls nationwide, a one-time \$10 fee earns you free gift cards once you hit certain spending levels, free coupon books that you can access on your mobile device, exclusive Web offers and more. At Simon, which has 68 outlet malls across the U.S., if you sign up for the free VIP Shopper Club, you get a free coupon book, sales alerts and exclusive coupons.

6. Use apps. Price-Grabber and Red Laser, for example, scan bar codes and search for better deals online and in nearby stores. And see whether the outlet mall has its own app. Tanger's, for example, displays exclusive offers that pop up when you're nearby.

7. Seek other dis-

counts. Ask about any additional perks for AARP members, college students or military members. On Tuesdays at Simon outlet malls, shoppers 50 and older get 10 percent off at participating stores.

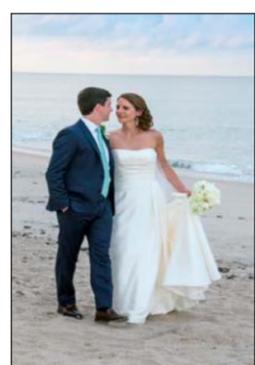
8. Know the return policy. Most regular re-

tailers won't take returns from outlets. And most outlets don't have an on-line presence, although J.Crew Factory and Saks Off Fifth do; outlet stores might not take returns from their websites.

The Palm Beach Post staff contributed to this report.



For life's memorable moments



Paty/Harris Wedding

Megan Joy Paty and Sean William Harris were married October 4, 2014 at the Vero Beach Hotel and Spa. The bride is the daughter of Bill and Didi Paty of West Palm Beach, FL and the groom is the son of Joseph and Jennifer Harris of Columbus, OH. The bride is a graduate of Cardinal Newman High School and the University of Florida where she earned a bachelor's degree in finance with a minor in real estate. She is a manager at Ernst & Young in the Transaction Real Estate practice. The groom earned a bachelor's degree in both finance and accounting from East Carolina University where he played Division I soccer. He received a master's degree in accounting from Ohio State University. He is a Director of Acquisitions and Investment Management at Monday Properties in New York City. After a honeymoon in Hong Kong and Vietnam, the couple will continue to reside in New York City.



BRODELL/KERNER ENGAGEMENT

Mr. Thomas Broedell of Jupiter, along with Mrs. Lorraine Broedell of North Palm Beach, are pleased to announce the engagement of their daughter Jacqueline Broedell (29), to Dave Kerner (31), son of Mr. and Mrs. Kerner of Atlantis. Ms. Broedell, a graduate of Florida State University, is a Police Officer and Criminal Analyst in Palm Beach County. Mr. Kerner is a graduate of the University of Florida, and holds a Juris Doctor from the same institution. Mr. Kerner practices law locally, and serves as a State Representative and Ranking Member on the Judiciary Committee in the Florida House of Representatives. Childhood and lifelong friends, Ms. Broedell and Mr. Kerner plan on a 2016 wedding. Both Ms. Broedell and Mr. Kerner were born here in Palm Beach County, and plan on living locally here in Palm Beach County after their marriage.

Felicia

continued from F1

was born a new – and efficient – way to express scorn and contempt.

Now ensconced in the Urban Dictionary lexicon, here's how the phrase has come to be defined: "When someone says they're leaving and you could really give two [expletives] less that they are, their name becomes 'Felicia,' a random [expletive] that nobody is sad to see go. Their real name becomes irrelevant because nobody cares what it really is. Instead, they now are 'Felicia.'" Well, this was disconcerting.

Even more troubling: In the last few years, the insult has enjoyed a resurgence in popularity. Everyone from singers to broadcasters has adopted it.

For instance, former "American Idol" winner Jordin Sparks released a mixtape in November called "#BYEFELICIA" in which she slams her ex-fiance, Jason Derulo. Heck, ESPN's Keith Olbermann says it nightly when narrating game highlights.

As if this wasn't annoying enough, on Dec. 9, VH1 debuted a new makeover show called – what else? – "Bye Felicia" (Tuesdays, 9 p.m.).

The premise: Two Atlanta-based life coaches move to Los Angeles to help women "turn their lives around, find their better selves and say goodbye to Felicia." It's marketed as "empowering women."

Lovely, just lovely. So, what should have been just a throwaway line in a long-ago Ice Cube movie has turned me and my fellow Felicias into a demeaning catchphrase. The object of 1,000 degrading memes and hashtags. A Felicia!

Incredulous, I didn't know whether to laugh, cry – or begin the legal process of changing my name.

There's even a local connection to the two-decade-old diss: The actress who played Felicia



Ice Cube starred alongside Chris Tucker in "Friday," the film that spawned the phrase Felicias across the world lament daily: "Bye, Felicia." AKILI-CASUNDRIA RAMSESS / SPECIAL TO THE ATLANTA JOURNAL-CONSTITUTION



Jordin Sparks brought the phrase back yet again when her EP in November was released. REDERICK M. BROWN / GETTY IMAGES

(spelled "Felisha" in the credits) in "Friday," Angela Means Kaaya, is the mother of University of Miami freshman starting quarterback Brad Kaaya.

Of the phrase's rebirth, she told the Los Angeles Daily News, "I feel blessed. It came back around right when Brad goes off to school. A character I played is a big part of pop culture."

Ah, yes, I'm sooo happy for her.

Of course, me and the tens of thousands of other Felicias worldwide still have to deal with this undesired stigma.

And doubt. I mean, every time someone says, "bye," we must wonder: Did he or she innocently bid me farewell – or was that a covert insult?

It's enough to leave even the most confident woman second-guessing herself.

"This is yet another example of how social media fosters the objectification of human beings, so they can more easily be tormented and hurt," says Boca Raton therapist Joan Miller. "It reminds me of trends of the past, like 'dumb blonde' or 'hot-headed redhead.' But this one is a more personal attack. I hope that this trend exits as fast as it entered."

Amen, sister. "Our names were given to us by our loved ones at a very emotional time. Our self-esteem should be more based on internalization of their love, which becomes self-love," says Lynn Volin, a Delray Beach therapist. "So love your name, regardless of pop culture's negative associations."

Not all Felicias have taken offense to the trend. Some even embrace the attention.

Felicia James of California reportedly trademarked the phrase, and is suing more than 100 companies that used it on novelty items. She stands to make millions, according to thenewsnerd.com.

Being named Felicia isn't all jokes and slights. The moniker is of Latin origin and means "happy, lucky and prosperous," says ourbabynamer.com, and is associated with saints, poets, astronomical objects and animals, especially cats (there's a cat woman character named Felicia Hardy in the Marvel comic "Darkstalkers").

Present-day famous folks include writer and actress Felicia Day, 35; Olympic figure skater Felicia Zhang, 21 and Season Eight "American Idol" contestant and songwriter Felicia Barton, 32.

Since it doesn't seem like we'll be bidding *adieu* to "Bye, Felicia" anytime soon, I've learned to adjust.

In fact, just the other day I went to Starbucks, picked up my order and the interaction I had with the barista didn't elicit a single snicker.

Then again, I did use my middle name.

Felicia Levine is the editor of The Boca Raton Observer magazine.

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