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How to Set Prices

Setting a price or a value on artwork is an art in itself. Although it might seem quite subjective, there are market forces as well as traditions surrounding the costume and dressmaking arts which inform this process. We can help you set a price that will attract customers and sell your item(s) in our local market. We will never set a price without your permission, but we can advise you on a realistic figure so your work actually sells, one that makes your time and talent worthwhile... even if that time and talent meant you had to clean out your closets to find some of those interesting items!

If it's a costume or accessory item that has been custom made, hand-crafted and/or stitched by you or someone you know, it is always going to cost a lot more than mass produced stuff made in China (no offense to China, because we do indeed sometimes buy, sell and trade those gently-used costumes too in order to meet a variety of our shoppers' budgets and aesthetic demands). But because we encourage our local artists and designers to show off their talents in this boutique, if it's YOUR labor and skill, then you should charge what's appropriate so you get some satisfaction and money out of the arrangement. For example, if it's a Batman costume made in China that you bought your child last year from WalMart for \$20, it's only worth one-third to one-half that original price in any consignment store, including ours. If it's a one-of-a-kind full-length cape made out of rich wool fabric that you as the artist quilted or shibori dyed yourself, then it probably merits a price tag starting somewhere around \$200.

In our quest to attract interesting designers while we practice the art of pricing costumes for this market, we consider the overall effect, construction details and design elements in each costume or accessory we see, including but not limited to:

Design idea(s), imagination, persona, performativity and visual appeal. The item should be highly admired and sought either because of its recognizability as a beautifully articulated, well-made iconic costume or, because it is something completely new and unusual, also beautifully executed.

Interesting aesthetics and palette, use of or combinations of fabrics, colors, textures, rouching, ruffling, pleating, dyes and discharge, quilting or other surface design techniques.

Innovative, inventive and/or appropriate construction techniques.

If it's a wearable item, the ease or difficulty for the wearer/purchaser/rentor. If it's merely a decorative object, then different criteria apply.

Subtlety or exaggeration of detail, cut and fabrics: We can help categorize and assess what genre the costume is perfect for, whether for film production, stage presentation, dance productions, rental stock, parades, parties, etc. The categories frequently overlap, but some categories are quite specific. For example, films aspiring to portray period realism require the most intricate, accurate, and subtle museum-quality replicas of period costumes.

Intricacy and accuracy of style lines if it's a period costume, including the cut, silhouette and finishing details.

Deftness and knowledge of materials handling for costumes, including flatlining, interfacings, alterability, grow tucks, good pressing of seams, grading of seams inside facings, overlocked or serged seams,

I have read and I understand the consignment terms plus the information about how prices are set. I authorize the agents of Stars and Garters to sell the attached item for me, for the agreed upon pricing and percentage fees as indicated.

_____ signature

_____ date