



## 2014 Promotion

Welcome **2014** in style!!  
 From **24 December 2013**  
 To **14 January 2014**  
 Apply

### VFRIEND

coupon code during checkout and  
 enjoy a special

**14%  
 OFF!**

instead of the regular **5% off.**

**AUSTRALIA**  
 Free Shipping for ALL Orders!

**WORLDWIDE**  
 Free Shipping for Orders over A\$100!

Are you looking for more choice in Salwars  
 (your specific size) and Sarees?

You can now **pre-order** Sarees & Salwars  
 marked as "Availability: Usually ships in 4-6  
 weeks"

## Do the ads add up?

*David Ogilvy*, regarded as the father of advertising, once famously said, "**Never write an advertisement which you wouldn't want your family to read. You wouldn't tell lies to your own wife. Don't tell them to mine**". Welcome to the wonderful world of advertising!

Are all the ads and promotions that you receive from online apparel stores honoring Ogilvy's guideline? Probably, not. You prepare to open up your wallet when you see ads like "**80% off!**". Except that you find that "upto" is prefixed to that phrase in small font! Or, take this one – "**Buy one, get one free!**" – where you are forced to feel sorry for someone who really clicks on such offers.

You should rate the ad by the quantum of facts that go with it.

- Does it have a truthful *picture* of the garment/s?
- What *material* is it made up of?
- Is there a *price* tag?
- Are the *discounts* qualified clearly?
- What about the *shipment* charges?
- Do they have an expected *time to ship*?
- How reliable is their *delivery* service?
- Are there any other *hidden costs*?

Seeking answers to such questions will **differentiate a genuine ad from fakes!** One fact that you cannot deny even for a genuine ad – the business does not make a loss to keep its commitment, but will end up with a reduced profit. Such genuine ads make **Thomas Jefferson** proud, who once said, "**The advertisement is the most truthful part of a newspaper.**"

*Take for example, Vasthraa Silk's omnipresent ad which says "Free shipping for all orders in Australia!". And, in this newsletter, you can see a promotion announcing 14% discount on all your purchases for a short period. These are no holds-barred promises with an ironclad guarantee that we give to our customers!*

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