

# Try This On For Size...

## Introducing the J. Peterman Experience

Think of your absolute favorite item of clothing. What sensory images come to your mind when you think of that one soft, cozy sweatshirt or fluffy warm socks? Does this item have a special memory attached?

There is a catalog by the name of J. Peterman that not only sells special clothing, but also helps you imagine the kind of memories you could have if you purchased the item.

Today you will be writing in a much different voice and style than you are used to. In fact, you have been offered a job at J. Peterman's catalog company (for an astounding salary, I might add) all you need to do is write a sample catalog entry about your favorite item of clothing. Here's the catch: This catalog company caters to the VERY wealthy. You must tune your voice to capture the style of writing that will appeal to only the most affluent of society. Good luck with your challenge!

Item I'm Selling:

**Sensory Details  
That Would Appeal to Rich People**

**Special Memories of This Item**

# Catalog Example: The Heirloom Gladstone Bag

Try looking in the attic first.  
You don't have one? Then it's time maybe to go to the secret barn. Somewhere there is one.  
And it's filled with everything.  
Look...there under that huge pile of saddles and hats...it seems to be the hood of a car. Oh no. It's the Packard. It's the 12-cylinder Packard convertible somebody (Emily?) once drove across the country. The doors are locked.  
...but inside the car seems to be stuffed with old clocks, framed oil paintings, a leopard skin, books, boots, brass fishing reels, stamp albums...  
You can't take it all in. At the other end of the barn you notice a marble table, a beautiful slim-wheeled two-seat carriage, a stack of a dozen carved chairs, a leather trunk... it's all too much at once...  
You trip on something. What is it? A leather suitcase of some kind. You lift it by its handles. It has old European hotel stickers on it. You grab it and practically run...you'll come back to the barn some other time...  
In broad daylight you examine it. A beautiful, mellow old leather *Gladstone*. (That's what they used to call them.) Rather defiantly and ruggedly old-fashioned looking. Strong enough to go down the Nile, across the Alps, through the Canal, over the oceans, but still small enough to carry aboard a plane. A thing like this would cost a fortune these days...  
Genuine Gladstone (N°. 1006). Rich Brown full-grain cowhide, handsome but meant to be abused. Brass fittings throughout. Cloth-lined. Big enough to swallow a lot, but not too big: 9-1/2" wide x 18" long x 14" tall. \$495.00



## Student Sample #1

### **The Jaguar Snowflake Fur Blazer**

As I walked down the sidewalk on a chilly morning in September, I blushed as a rush of morning traffic passed and people commented on my Jaguar Snowflake Fur Blazer. I could hear the little girls tapping their mothers and asking if they could get one too. I giggled when a burst of autumn air rushed through the sky and watched as the people pulled their coats up to their necks while I was warm all day in my Jaguar Snowflake Fur Blazer. This elegant, pretty and very warm blazer is only \$340.00. The body comes in a variety of colors such as Twinkling Ocean Seaweed Green, Sonic Orange, Polar Mocha Cream and Morning Sky Blue. The fur on the hood is in one color which is titled Mocha Cream Frost Brown. It snaps, zips and buttons in the front with two springs (the color of the body of the blazer) that have rhinestones on the ends of the dangling snowflakes on the two drawstrings. Dry clean only!!

By Bethany F.

List and describe at least two things these authors did well stylistically (be sure to use your trait language!), then try them in your writing!

1.