

# POST OFFICE® TRAVEL MONEY

## Christmas Shopping Guide 2010

This year's *Christmas Shopping Guide* from Post Office Travel Money is the fourth annual survey to reveal the wide range of bargains available for UK shoppers heading on a pre-Christmas shopping spree to New York.

The research showed that savvy shoppers heading across the Atlantic can save as much as **53 per cent**, with the best savings on high fashion items like designer jeans, as well as selected beauty products and this year's 'must-have' toys.

The guide includes London and New York price comparisons of:

- **Fashion items and gifts for men and women**
- **Top toys**
- **Electronic gadgets**

The guide also provides information for UK shoppers travelling Stateside this winter, including details of sales tax, duty free allowances and how to purchase US dollars before the trip.



New York image courtesy of Hayes & Jarvis

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## Useful information for UK shoppers planning pre-Christmas shopping trip to New York:

### **KNOW YOUR TAX:**

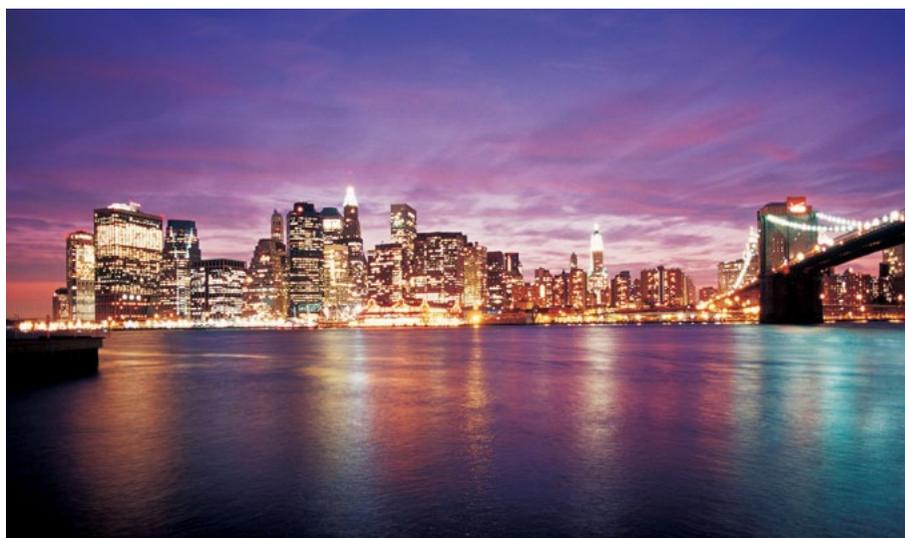
New York State and City sales tax (total just under 9 per cent) has been added to the prices quoted in this report. However, fashion items and footwear costing less than \$110 are zero-rated for tax, making them particularly good value. Although sales tax cannot be reclaimed, some New York City stores offer tourists an International Savings Card which wipes out the sales tax with a 10 per cent discount on purchases.

### **DUTY FREE ALLOWANCES:**

In 2009 the duty free allowance for UK citizens travelling from outside the EU jumped from £145 to £340, and this has now risen further to £390 (effective from January 2010), including allowances for perfume, alcohol and cigarettes – which means that shopaholics can bring more gifts back from a New York shopping spree.

### **GETTING CURRENCY QUICKLY:**

UK shoppers planning a trip to New York can purchase US dollars on demand with 0 per cent commission at 2,600 Post Office bureau de change branches. US dollars are also available to pre-order for next-day collection at all 12,000 branches or can be ordered online at [postoffice.co.uk](http://postoffice.co.uk)



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London and New York Christmas shopping cost comparison:

MEN'S GIFTS	London	New York	% price difference
<b>Best buy: Hollister 'Palm Canyon Skinny' jeans</b>	<b>£50.00</b>	<b>£23.49</b>	<b>-53</b>
Levi's 501 jeans	£65.00	£33.22	-49
Abercrombie & Fitch 'Blue Mountain' shirt	£70.00	£40.27	-42
Calvin Klein 'Pro Stretch' underwear	£20.00	£16.11	-19
Converse All Star High Top sneakers	£37.00	£30.20	-18
Gucci by Gucci Pour Homme eau de toilette 50ml	£49.50	£41.65	-16
Ray Ban Wayfarer sunglasses	£120.00	£105.95	-12

WOMEN'S GIFTS	London	New York	% price difference
<b>Best buy: Elizabeth Arden 8 hour cream 50ml</b>	<b>£23.00</b>	<b>£12.42</b>	<b>-46</b>
Ugg 'Classic Short' boots	£160.00	£102.30	-36
Abercrombie & Fitch 'Gwen' hoodie	£60.00	£40.27	-33
Diane von Furstenberg 'Mirabel' dress	£318.00	£252.09	-21
Tiffany & Co. 'Return to Tiffany' silver heart tag bracelet	£195.00	£164.41	-16
Dior Miss Dior Chérie eau de parfum 100ml	£83.00	£69.42	-16
Marc by Marc Jacobs 'Classic Q Baby Groovee' handbag	£300.00	£254.29	-15
Benefit 'Sugarbomb' face powder	£23.50	£20.46	-13
Bobbi Brown 'Day to Night Cool' eye palette	£37.00	£32.88	-11



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TOYS	London	New York	% price difference
<b>Best buy: Jet Pack Buzz Lightyear</b>	<b>£50.00</b>	<b>£25.57</b>	<b>-49</b>
Barbie Video Girl	£76.00	£42.38	-44
Stinky the Garbage Truck	£82.00	£51.14	-38
Zhu Zhu Hamster	£14.00	£8.76	-37
PaperJamz Guitar	£33.00	£21.18	-36

ELECTRONIC GADGETS	London	New York	% price difference
<b>Best buy: Nintendo DSi XL</b>	<b>£159.99</b>	<b>£124.21</b>	<b>-22</b>
Sims 3 for PC	£34.99	£29.22	-16
Apple iPod nano 8GB	£129.00	£108.88	-16
Apple iPad 16GB	£429.00	£364.62	-15
Canon Powershot A495	£79.99	£73.06	-9
Nintendo Wii + Wii Fit	£229.99	£217.75	-5
Call of Duty Black Ops for PS3	£44.99	£43.11	-4



**Source:** Post Office. Data relates to exchange rates on 3 November 2010.

London prices sourced from Hamleys, Hollister, Levi's Store, Abercrombie & Fitch, Harvey Nichols, Office, John Lewis, Diane von Furstenberg, Tiffany & Co., Selfridges, Boots, HMV, Apple and Comet.

New York prices sourced from Toys "R" Us, Hollister, Levi's Store, Abercrombie & Fitch, Calvin Klein, Macy's, Bloomingdales, Ugg Australia Store, Diane von Furstenberg, Tiffany & Co., Marc Jacobs, Sephora, J&R and Apple.