

Why is Stacy Sweet NY Breaking Away From the Brand Hype Culture Of the 21st Century?

A look into how Traci Carnes is creating a ripple in the fashion industry with her brainchild brand.



Charlotte, Aug 17, 2020 ([Issuewire.com](https://www.issuewire.com)) - Most fashion brands are known to people because of their exclusivity and individualism. This is also the reason behind the hefty price tags that come with the branded accessory. People only buy these for a very obvious reason and that is to create hype or gather 'clout'. This race on an endless path has caused high quality and fashionable products to be out of reach of everyone.

[Stacy Sweet NY](#) is all about breaking these stereotypes and being the brand for progressive and passionate people who do not believe in labels. It is a clear and open opposition to major fashion brands that are only valued for the hype they create for the owner. Brands like Louis Vuitton, Supreme, Prada, and Hermes Paris have saturated the market for a very long time with their over glorified products.

A Hermes Paris Birkin bag can easily cost from \$40,000 to \$500,000. For many, that is the price of a house. One cannot simply walk in and buy a Birkin bag for themselves. They have to be regular Hermes Paris customers to be invited to buy the bag. This is sure to create an unnecessary and rather preposterous value for the bag and its owner.

Many people often go for buying replicas of expensive branded products just to fit in with the rest of society. This mindset is challenged by [Stacy Sweet NY](#), who offers a retail solution to the expensive luxury products at very reasonable prices. They give the consumers the option to buy high quality designer alternative handbags, accessories, and jewelry so that they may stand out in their own light.

The woman behind the whole shakedown is [Traci Carnes](#) who lived for years in New York City. She has gained a firsthand experience in many walks of life, which has helped her in garnering the concept that the hype is not really worth it in the end. Traci is an entrepreneur when it comes to Stacy Sweet NY but she is also an esteemed novelist, a Harvard student doing her masters, and most importantly a proud mom of an adult son.

Traci Carnes considers this as her brainchild and she has great things to accomplish with [Stacy Sweet NY](#). Carnes shares, 'Over at Stacy Sweet NY, we believe that no piece of accessory has more value than the person who is holding it. It saddens me to see that nowadays people try to add value to themselves by carrying expensive branded products rather than doing something substantial with themselves. It is also horrific to see that people give value to those who carry such products. One should never be able to buy their way to being valued, it's just wrong. We aim to deliver high quality products that complement the abilities of the beholder rather than the products defining the capacity of the beholder.'

The brand and Traci herself are always in touch with their customers with their blogs on the website of Stacy Sweet NY. It is again aimed at the notion that it is people who are to be valued, not their ownerships. The rather unique way chosen by Traci and her brand has been received by the people quite enthusiastically. There are numerous customer verdicts that show that [Stacy Sweet NY](#) has finally put their message in the minds of people as they have so much good to say in return.



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