Best Things to Buy in February: From Apparel to Tax Software

- Perfect for sharing special memories, photo collages see big savings

- Clotheshorses rejoice: Apparel is deeply discounted this month

- Get a head start on your taxes by purchasing software at a lower price

- Be ready for the big game with appliance upgrades

AUSTIN, Texas, Feb. 2, 2017 /PRNewswire/ -- As stores start to phase out holiday decor and brighten up their shelves with red and pink everything, you'd be hard-pressed not to know that "February Fever" has arrived. While you're set to find a great deal on jewelry, Valentine's Day items aren't the only things you should look to buy this month. According to savings destination RetailMeNot, which offers more than 500,000 deals for over 50,000 retailers, you can get great deals on things like apparel, appliances and even tax software.

"Our database shows that you can score some big savings on things other than chocolates and flowers this month, " says Sara Skirboll, resident shopping and trends expert for RetailMeNot. "Historically we've seen deep discounts on home appliances, clothing and, yes, even tax software!"

Picture This

A picture is worth a thousand words, and what better way to share memories with your friends and family than with a beautiful collage? Based on a recent survey released from RetailMeNot and Kelton Global, we know that 30% of consumers say they plan to celebrate the holiday with friends this year. February is an obvious month to show your love and affection for someone, and photo-printing services know that capturing the best memories are especially sweet in time for Valentine's Day. Expect to find deals on collages and prints as great as 32% off from retailers like Tiny Prints.

Clothes Make the Month

Eighteen percent of solo consumers plan to buy themselves a gift for Valentine's Day. Whether single or not, why not treat yourself to a wardrobe revamp this February? Presidents' Day is the perfect three-day weekend to get rid of old outfits and embrace some new threads. Last year, we saw big brands like Ann Taylor, Banana Republic and Express offer upward of 40% off during the holiday weekend.

So Taxing

April may seem a long way away, but it always tends to suddenly surprise you. Nearly 1 in 5 (19%) consumers consider tax preparation to be expensive, among other things. However, getting your taxes done early could spare a large hit to the wallet. This is the time of year when tax-software brands start competing for your business, which means they'll be discounting their services heavily.

Of those who do file their own taxes, 37% of survey respondents said they would most likely invest or save their tax refund. Others have said they'll use their refunds to splurge on travel (24%), food (23%) or clothing, shoes or accessories (19%).

Big Upgrades for the Big Game

Big games call for lots of food and drinks, and 43% of survey respondents said they are planning to purchase food for the game. In fact, they estimate they will spend an average of $143. If you're planning to host a party this year and want to be the ultimate host, now is the perfect time to upgrade your refrigerator. Prices are great right now, so your appliances can be in tip-top shape for all your game-day snacking ventures. Last year, we saw deals upward of 20% off from JCPenney and Kohl's.

For more information or to schedule an interview with our shopping and trends expert, Sara Skirboll, contact Katie Hammill.

About RetailMeNot, Inc.

RetailMeNot (http://www.retailmenot.com/corp/) is a leading digital savings destination connecting consumers with retailers, restaurants and brands, both online and in-store. The company enables consumers across the globe to find hundreds of thousands of digital offers to save money while they shop or dine out. During the 12 months ended September 30, 2016, RetailMeNot, Inc. experienced over 675 million visits to its websites. It also averaged 19.2 million mobile unique visitors per month during the three months ended September 30, 2016. RetailMeNot, Inc. estimates that approximately $4.8 billion in retailer sales were attributable to consumer transactions from paid digital offers in its marketplace in 2015, more than $600 million of which were attributable to its in-store solution. The RetailMeNot, Inc. portfolio of websites and mobile applications includes RetailMeNot.com in the United States; RetailMeNot.ca in Canada; VoucherCodes.co.uk in the United Kingdom; ma-reduc.com and Poulpeo.com in France; and GiftCardZen.com and Deals2Buy.com in North America. RetailMeNot, Inc. is listed on the NASDAQ stock exchange under the ticker symbol "SALE."

Media contact:

Katie Hammill
RetailMeNot, Inc.
+1 412 600 4869 (mobile)
pr@rmn.com

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