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MONEY

Best Things to Buy in September 2024

Look for bargains on summer clothing, mattresses, large appliances and more

By Beth Braverman, AARP | Comments
Published August 28, 2024 • EN ESPAÑOL



AARP (SOURCE: GETTY IMAGES (6))



With the warm summer months coming to an end, there's no denying that we'll soon be trading our Popsicles for [pumpkin spice](#) lattes and apple cider donuts.

The upside of the change in seasons is a slew of sales that you can take advantage of this month, including deals on [summer clothing](#), luggage and [smartphones](#), along with big-ticket items like furniture and appliances marked down during [Labor Day](#) weekend.

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"A lot of stores use Labor Day sales as a semiannual sale, but it's also the end of summer," says Sarah Jankowski, director of user growth and integrated marketing at Shopkick. "You'll see some really big deals and offers this month."

Kimberly Palmer, a consumer expert at NerdWallet, recommends checking out department stores over Labor Day. They tend to have storewide sales, with discounts across nearly every category.

Here's a roundup of particular items that will go on sale in September.

Summer clothing

While you may find a slimmer selection of summer clothing come September, the items that remain are going to be deeply discounted.

"When it comes to summer clothing, we see both the bigger and the smaller stores trying to clear their shelves this month," Palmer says. "The inventory is a bit picked over, but if you can be flexible on color or size, you'll get the best deals."

One caveat to keep in mind: Clearance clothing sales are often final, so it may be worth purchasing these items in-store so that you can try them on before buying.

Where to look for deals: [Gap](#), [JCPenney](#), [Kohl's](#)

Potential savings: Up to 80 percent off

Mattresses

While you'll see mattress sales year-round, the deepest discounts tend to come during the holidays and over three-day weekends like Memorial Day and Labor Day. That means this could be your last chance to score the lowest possible price on a mattress for months. In addition to shopping in stores, some of the best deals will come from the online direct-to-consumer brands that have grown their presence in recent years.

Where to look for deals: [Mattress Firm](#), [Saatva](#), [Nectar](#)

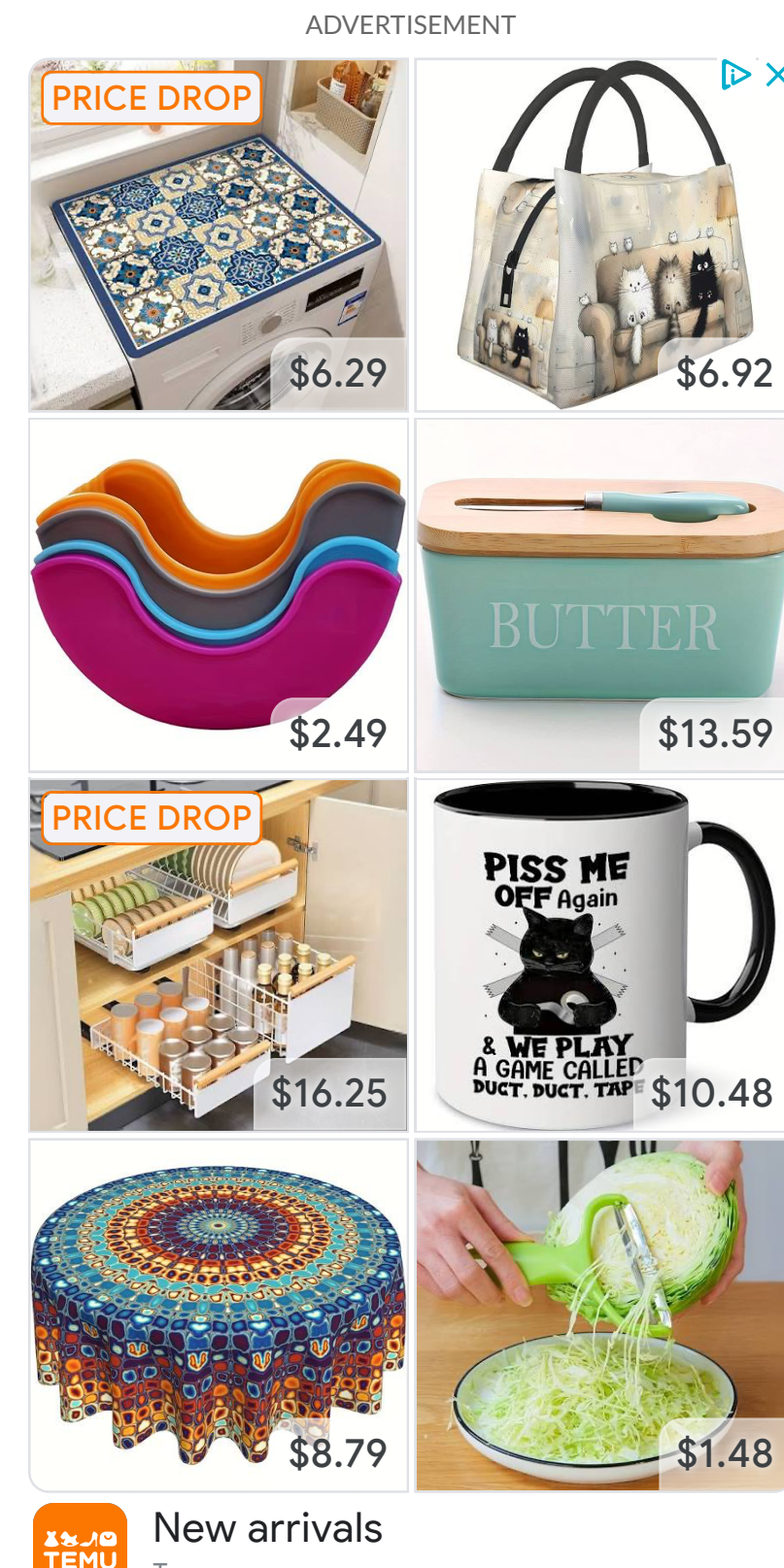
Potential savings: Up to 60 percent off

Large appliances

If you need a washer or dryer, or kitchen appliances such as an oven or microwave, Labor Day weekend is one of the best times to make a purchase. Retailers will offer a range of discounts. Depending on the company, you could nab even better deals by purchasing more than one appliance at a time.

Where to look for deals: [Best Buy](#), [Home Depot](#), [Wayfair](#)

Potential savings: 25 to 40 percent off

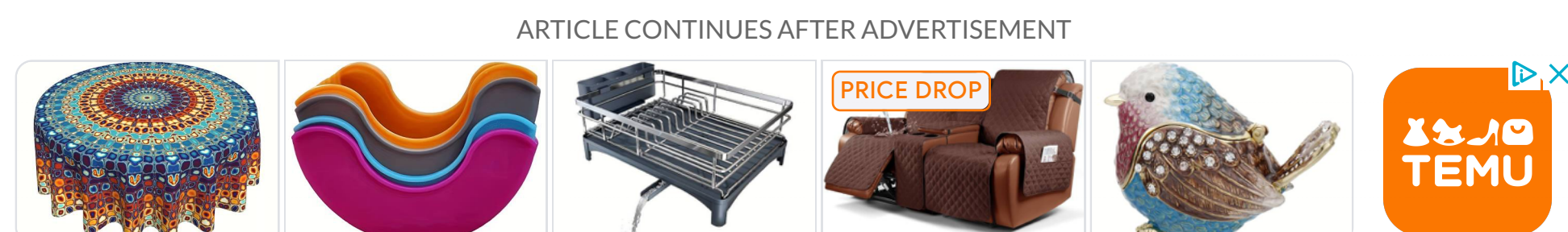


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Luggage

As the summer travel season winds down, so does the demand for luggage. In response, retailers often drop prices this month to move inventory that hasn't sold yet.

Where to look for deals: [Macy's](#), [Away](#), [Amazon](#)

Potential savings: 20 to 35 percent off

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Older iPhones

While shopping experts typically recommend waiting until Black Friday to purchase a new smartphone, they make an exception if you're looking for an older model. Apple hasn't announced when it will release the new iPhone 16, but it typically rolls out new models in September. That will immediately push down prices of older models, with the iPhone 15 seeing the largest price cut.

Budgeting expert Andrea Woroch suggests expanding your search to include certified refurbished models. "As long as you're buying from a reputable retailer that's offering a warranty, and you know it's been repaired and restored, you could see much deeper discounts," she says.

Where to look for deals: [Verizon](#), [AT&T](#), [T-Mobile](#)

Potential savings: 10 to 15 percent off

Baby gear

Carter's typically hosts its semiannual sale this month, making it a great time to pick up clothing for little ones. Other stores have baby-related discounts this month as well, not only on clothing but also on must-have baby gear like strollers and car seats, staples like diapers and formula, and even toys.

"Retailers are starting to receive their shipments for the holidays and they need to clear out older inventory," says Bella Gerard, a shopping trend advisor at Rakuten. "You'll see major promotions in children and baby's items."

Where to look for deals: [Target](#), [Carter's](#), [Burt's Bees](#)

Potential savings: 20 to 40 percent off

Beth Braverman is a contributing writer who has covered shopping and personal finance for more than a decade. Her work has appeared in Consumer Reports, CNNMoney.com, CNBC.com, and dozens of other outlets.

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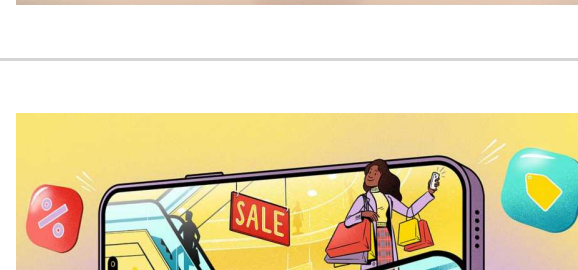
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