

## Describing everyday products

We have recently been running some market style negotiations as a fresh context in which to practice negotiation skills. We explored lots of different adjectives you can use 'to bring to life' products. Here is our top 20, with some similar words and expressions alongside.

### The Top 20 List

- 1) **Durable:** Long lasting, with a 'long shelf life', resistant.
- 2) **Robust:** Tough, strong, sturdy, solid, hard-wearing.
- 3) **Fashionable:** 'In fashion', trendy, cool, up to the minute, à la mode - the opposite of untrendy, dated.
- 4) **Classic:** Timeless. A product that is as popular today as it was 50 years ago.
- 5) **Stylish:** Elegant, chic, always cool/fashionable!
- 6) **Well-made:** Well-built, well-designed, well-constructed, high quality.
- 7) **Eco-friendly:** Green, sustainable - also speaks of durability, good for the planet.
- 8) **Delicate:** Fragile, breakable, in some contexts - subtle.
- 9) **Flimsy:** Poor quality, insubstantial, breakable. The negative equivalent of fragile.

- 10) Multi-purpose:** Multi-functional, many uses.
- 11) Adaptable:** Flexible, adjustable, malleable.
- 12) Exclusive:** Upmarket, similar to 'niche', which highlights the small market segment for a product.
- 13) Inexpensive:** Cheap is similar but with a sometimes negative connotation.
- 14) Value for money.** It might be expensive but still represents money well spent. 'A bargain' - a great offer.
- 15) Economical:** Low cost, efficient to run/maintain.
- 16) Reliable:** Dependable, tried and tested, sound. It does not break down. Opposite - dodgy!
- 17) Dull:** Lifeless, featureless, uninspiring, soulless, bland, boring, tedious.
- 18) Sophisticated:** Refined, suave, cultured, urbane.
- 19) Practical:** Useful, functional, sensible.
- 20) Intricate:** Elaborate, ornate, detailed. The negative equivalent is fiddly, or overly complicated.