

Section 1

Fashion at a Click



Fashion at a Click

Fashion at all price levels is now, thank goodness, one of the fastest growing areas of shopping online and though you still won't find all the brands (don't ask me why not, I'm sure they're going to get there eventually), there's still a really good choice.

One change I've noticed over the past year is that whilst some of the brands have yet to come online, other beautifully designed 'designer' boutiques have, and although these carry just a small range from each label they're usually cleverly edited to include some great basics plus some of the more 'of the moment' items for you to browse round. They also, usually (just hedging my bets here), offer an excellent service and if you need some advice you can just give them a call.

Other areas that are exceptionally good to buy online are lingerie (try and find a better collection offline than at figleaves.com), swim and sportswear, small accessories such as scarves, wraps and belts and high quality leather, suede and shearling.

With all of the above it would take you weeks, months maybe to track down the kind of selection you'll find here. I'm sure you'll be amazed. Get ready to shop till you drop and if it's all just too much temptation I apologise - but you have been warned.

Chapter 1



Fashion Online

Boutique Bliss Modern Fashion Retailers
Mail Order Specialists The High Street

Here you'll find four totally different types of online fashion retailers. Firstly, in Boutique Bliss, I've included the small online 'boutiques' who tend to offer a varied collection of clothes and accessories, often by a diverse group of designers whom you (and I) may never have heard of. Others include quite sizable selections from labels such as Amanda Wakeley, Maria Grachvogel, Colette Dinnigan, Temperley and Nicole Farhi.

They all have one thing in common; the style of the boutique and the style of the products on offer will be totally in tune with the buyer or owner, who will be choosing her clothes and accessories for a specific customer base that she knows well. Take a look round here and you'll either love or leave each one's particular style. When you do find something you like, don't delay in placing your order as these retailers do not order lots of stock and if you hesitate your 'must-have' skirt or pair of shoes may be gone.

My 'Modern Fashion Retailers' are different from the boutiques in that they are, in the main, specialised brands such as Agnes b, Evisu, Hobbs and Freda, Matches Fashion's own very specific brand. Here there are some quite idiosyncratic websites from retailers who have not previously offered their clothes and accessories by means other than their stores, but there are some excellent collections, modern, chic and in most cases reasonably priced. I say 'most cases' because there are also some expensive pieces here - when you take a look you'll see for yourself.

Thirdly, there are the Mail Order Specialists, fashion retailers who traditionally sell via a paper catalogue and probably transferred to the web quite early on. Here you will probably find you can order the same products throughout each season, where there's much less risk of them running out and where they often have excellent end-of-season discounts. Think Boden, Lands End and Wrap as places for really good, high quality basics and excellent service.

Finally there's The High Street: a shopaholic's paradise where you can find all the latest looks without having to queue in the stores or pay bank-breaking prices. If you're not sure about the latest trends this is a very good place to start as one of their main aims in life is to keep you well informed

and they succeed brilliantly. You may not want to buy your complete wardrobe here, but you'll probably invest in a few key pieces and you'll know for sure what you should be aiming for.

I would never suggest that you should buy your complete wardrobe online - *I* certainly wouldn't, but this is certainly a really great place to start.

Sites to Visit

Boutique Bliss

www.anusha.co.uk

Here's a boudoir style online boutique where you can buy pretty and indulgent designer pieces from clothes, luxurious loungewear, vintage-inspired jewellery and unique accessories to pampering gifts. When your order arrives it'll be beautifully wrapped in layers of fuchsia tissue paper and finished off with a feather butterfly and chocolate brown Anusha label. So come here for a treat for yourself or perfect presents. They deliver worldwide and in the UK you need to allow five to seven days.

Site Usability:	★★★★	Based:	UK
Product Range:	★★★★	Express Delivery Option? (UK)	No
Price Range:	Medium	Gift Wrapping Option?	Yes
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.boxinthepost.com

Box in the Post is a fashion mail order service and website boutique, delivering everything in a stylish yet simple box. Launched in Spring 2005, Box promises 'non High Street', original yet stunning clothes, an extremely friendly and efficient service and a personal touch with its customers. Run as a chic boutique, stock is updated all the time throughout the season so keep coming back to find something new.

Site Usability:	★★★★	Based:	UK
Product Range:	★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Medium	Gift Wrapping Option	No
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.brittique.com

This is a beautifully designed new online boutique featuring designers such as Amanda Wakeley, Maria Grachvogel and Louise Amstrap and their list is sure to grow. You'll also find accessories and jewellery by Vinnie Day, Lucy J, Deal and Wire and more, some of which would make perfect gifts, particularly with their speedy delivery services and high quality packaging. Their express service covers the UK and Europe. Keep an eye on this website - it's excellent.

Site Usability:	★★★★★	Based:	UK
Product Range:	★★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Luxury/Medium	Gift Wrapping Option?	Yes
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.cocoribbon.com

Calling itself London's lifestyle boutique, Coco Ribbon offers a selection of contemporary clothing by designers such as Collette Dinnigan, Rebecca Taylor and Cynthia Vincent, pretty, modern lingerie and swimwear, a small but beautiful range of handbags and jewellery plus gorgeous and unusual girly gifts and candles. There's a lot to choose from here and the range is constantly updated so you need to return regularly for another browse.

Site Usability:	★★★★	Based:	UK
Product Range:	★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Luxury/Medium	Gift Wrapping Option	Yes
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.jeannepetitt.com

This is a really excellent boutique to have a look round. They offer brands such as Nicole Farhi, Edina Ronay, Pink Soda, Temperley and Yves St Laurent, accessories by Emma Hope and J&M Davidson, jewellery by Angie Gooderham and Tataborello and fragrance by Annick Goutal and Rosine. The pictures are clear and simple and you can enlarge them to see the detail. Prices, needless to say, are at the designer end.

Site Usability:	★★★★★	Based:	UK
Product Range:	★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Luxury/Medium	Gift Wrapping Option	Yes
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.max-oliver.co.uk

If you're in the mood for a visit to a small but beautiful boutique where you'll find unusual, personally chosen clothes, accessories and homewares you probably won't find anywhere else, then stop by here. Max Oliver is quite simply a treasure trove of French and vintage inspired pieces including dresses, skirts, jackets and coats, cushions, crockery and accessories and there are never large quantities of anything, so if you see something you like, snap it up fast.

Site Usability:	★★★	Based:	UK
Product Range:	★★★	Express Delivery Option? (UK)	No
Price Range:	Medium	Gift Wrapping Option?	No
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.misamu.com

Citizens of Humanity, Gold Hawk, Ella Moss, Pyrus, Rebecca Taylor and Velvet are just some of the modern brands stocked by this Ireland based online boutique that's willing to ship to you anywhere in the world. Prices are, as you'd expect, at the designer level but well photographed on actual models rather than just as stills. Click on the item that takes your fancy and you can see different views and go straight through to the relevant size chart, which is a huge benefit as designer sizing is definitely not standard, and that's putting it mildly. Delivery is free if you spend over £100.

Site Usability:	★★★★★	Based:	UK
Product Range:	★★★★	Express Delivery Option? (UK)	No
Price Range:	Luxury/Medium	Gift Wrapping Option?	No
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.my-wardrobe.com

This is a really well laid out designer clothing and accessories website (with lots of designers you'll have found it difficult to buy online before) including FrostFrench, Cacharel, Ann Louise Roswald, Sara Berman, Tocca and See by Chloe. For each item there are several different views, including close-ups of details such as embroidery and prints, plus there's excellent description and commentary under 'My-Advice'. When you spot something you like they'll recommend other items to go with.

Site Usability:	★★★★★	Based:	UK
Product Range:	★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Luxury/Medium	Gift Wrapping Option?	Automatic
Delivery Area:	Worldwide	Returns Procedure:	Free of Charge

www.pantalonchameleon.com

You'll discover colourful, dressy, modern and fun clothing from this unusual London boutique offering an individual collection you won't find anywhere else. They're particularly good if you have a special event to go to and you like long, pretty skirts which they match with embroidered tops and knitwear and some stunning shoes. You can finish off your outfit from their selection of beaded jewellery and other small accessories.

Site Usability:	★★★★★	Based:	UK
Product Range:	★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Medium	Gift Wrapping Option?	No
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.plumo.co.uk

At Plumo you'll always find something different and interesting, from a gold trimmed basket to a floral print tote. They also offer homewares, clothes and accessories including shoes and jewellery. It's not a huge collection but beautifully edited to be feminine and chic at the same time. There are some lovely gift ideas here as well and express delivery and gift wrapping are just two of the services offered.

Site Usability:	★★★★	Based:	UK
Product Range:	★★★	Express Delivery Option? (UK)	Yes
Price Range:	Medium	Gift Wrapping Option?	Yes
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.pocket-venus.net

Youthful, happy and alluring is the signature style of Pocket Venus, where you'll find bespoke prints, flattering shapes and unusual embellishments combining to create chic separates and dresses with a vintage feel. Think hand embroidered, slim, silk organza dresses, pintucked silk

chiffon shirts and cotton voile sundresses and you'll get the idea. You can see immediately which items are in stock in your size and although it's a small collection there are some really attractive clothes so you should definitely take a look.

Site Usability:	★★★★	Based:	UK
Product Range:	★★★	Express Delivery Option? (UK)	Yes, worldwide
Price Range:	Medium	Gift Wrapping Option?	No
Delivery Area:	Worldwide	Returns Procedure:	Down to you within seven days

www.saltwater.net

Although there isn't yet the facility to order directly online and you have to email them with your enquiry (which I hope won't be the situation for very long) this is a British designed collection well worth keeping your eye on. It's modern, fresh and beautifully realised with great attention to detail, and offers fabrics and styles you won't find anywhere else. There's also a range of accessories here such as slubby raw silk printed bags and floor cushions plus pretty printed makeup purses and totes.

Site Usability:	★★★	Based:	UK
Product Range:	★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Medium	Gift Wrapping Option?	No
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.shopatanna.co.uk

With stores based in London, Norfolk & Suffolk Anna is an innovative boutique offering clothes and accessories by Betty Jackson, Seven, Issa London, Orla Kiely, Gharani Strock and lesser known designers such as Day and Noa Noa. It's an eclectic and modern collection combining elegance and quirkyness and the designers are being added to all the time, so keep checking back. One of the great things here is that there's lots of helpful information about each designer and their new season's collections.

Site Usability:	★★★★★	Based:	UK
Product Range:	★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Luxury/Medium	Gift Wrapping Option?	Yes
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.stylebop.com

German based Stylebop offers speedy worldwide delivery and a mix of clothing and accessory designers (with just a few listed here) who go under the headings of Great Luxury - Celine, Burberry, Calvin Klein, Valentino; Contemporary - Isabella Fiore, Kenneth Jay Lane, Kors, Juicy Couture, Day Birger et Mikkelsen; and Young and Trendy - C & C California, La ROK, Ella Moss and Coast: So not much to choose from, then. You can, if you're not sure which designer you want to look at, also choose by category, which I think makes life much easier.

Site Usability:	★★★★★	Based:	Germany
Product Range:	★★★★	Express Delivery Option? (UK)	Express within Germany, elsewhere 2-4 days
Price Range:	Luxury/Medium	Gift Wrapping Option?	No
Delivery Area:	Worldwide	Returns Procedure:	Their DHL service if you notify them with 14 days of delivery

www.valentineandfrench.co.uk

At the Valentine and French boutique there's a treasure trove full of accessories, home treats and gift ideas such as glamorous clutch bags, unusual and beautifully fragranced body products, cashmere separates and pretty jewellery. This is a very attractively designed website and you'll discover all the products under headings such as 'Stepping Out', 'Staying In', 'Little Pleasures', and 'Jewellery Box'.

Site Usability:	★★★★	Based:	UK
Product Range:	★★★	Express Delivery Option? (UK)	No
Price Range:	Medium	Gift Wrapping Option?	No
Delivery Area:	Worldwide	Returns Procedure:	Down to you

Modern Fashion Retailers**www.agnesb.com**

You may not necessarily like the music they play you on this unusual but cleverly designed website but you can still buy your perfect fitted white shirts, superbly designed t-shirts and chic trousers from this famous French designer offering addictive quality and cut. It isn't the easiest site to use if you want to place a quick order but if you're an Agnes b addict (and there are many of them) then this is the place to be.

Site Usability:	★★★	Based:	France
Product Range:	★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Medium	Gift Wrapping Option?	No
Delivery Area:	Most EU, China, USA and Japan	Returns Procedure:	Down to you

www.apc.fr

You will need quite a fast broadband connection to get the best out of this unusually designed French website offering high quality and well priced chic designer separates. Collections are offered as complete 'looks' from the outerwear to the basics after which you click on the individual items to buy. You'll find each new season's essentials here as well as their jeans and accessories collections for men, women and children.

Site Usability:	★★★	Based:	France
Product Range:	★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Medium/Very Good Value	Gift Wrapping Option?	No
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.eveningdresses.co.uk

This is a large collection of classic, elegant, full length and cocktail dresses ranging in price from around £150 to £700. The main collection shown is held in stock and provided they have your chosen colour and size they'll rush it to you by express delivery; so the next time you have a special event to go to and no time to shop you don't need to panic. Alongside their own collection they offer dresses by Alfred Sung and Dessy, which can take longer to deliver.



Site Usability:	★★★★	Based:	UK
Product Range:	★★★★	Express Delivery Option? (UK)	Yes – if dress is in stock
Price Range:	Luxury/Medium	Gift Wrapping Option?	No
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.evisu.com

Evisu is the brainchild of Japanese jean junkie Yamane who came up with the idea in the 1980s to use reconditioned sewing machines and make new 'vintage style' jeans with old Japanese handicraft traditions. Every pair of Evisu jeans is made from 100% Japanese indigo dyed denim and features 23 details which make each pair unique. In the really fun and different online store there are all the Evisu ranges including Heritage, EV Genes, Mens Mainline, Evisu (European Edition), Kizzu and Shoes.

Site Usability:	★★★★	Based:	UK
Product Range:	★★★	Express Delivery Option? (UK)	No
Price Range:	Luxury/Medium	Gift Wrapping Option	No
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.fredafashion.com

You'll no doubt be delighted to know that top designer store Matches of Wimbledon has now launched its own collection online, with a beautifully finished and wearable selection of each season's essentials, including chic coats, jackets, skirts, trousers, tops and knitwear, all beautifully in line with the latest trends and all of which you'll probably want to buy immediately. Sizes are from 8 to 14.

Site Usability:	★★★★	Based:	UK
Product Range:	★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Luxury/Medium	Gift Wrapping Option	Automatic
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.hobbs.co.uk

You may well already have shopped at Hobbs, for beautifully cut workwear, chic eveningwear or casual separates (not to mention their wide collection of shoes). You'll no doubt be pleased to learn that they're now offering an ordering facility on their website. All the items are put together as outfits so you can clearly see what works together and wherever you click you'll get the details for that particular piece, whether it's a scarf, dress, cardigan or pair of shoes, together with the size and colour choices. It's an excellent collection and delivery takes about three days.

Site Usability:	★★★★★	Based:	UK
Product Range:	★★★★	Express Delivery Option? (UK)	No
Price Range:	Luxury/Medium	Gift Wrapping Option	No
Delivery Area:	UK	Returns Procedure:	Down to you

www.jaeger.co.uk

If you haven't looked at Jaeger recently you may well get a surprise here. The website is far more modern than the stores so you get a completely different feel to the clothes that they offer. It's

very wearable (with sizes going from 6 to 18) and there's a range of styles for just about everyone. Take a look at Jaeger London for their view on the key looks of the season or the excellent basics in the Jaeger Collection. The overall feel is smart and quite dressy with some very good tailored jackets and trousers plus soft printed skirts which they match for you to their tops and accessories.

Site Usability:	★★★★	Based:	UK
Product Range:	★★★★	Express Delivery Option? (UK)	No
Price Range:	Medium	Gift Wrapping Option?	Yes
Delivery Area:	UK	Returns Procedure:	Contact them to arrange

www.ladress.com

This is a novel idea from a Netherlands-based retailer offering you well styled dresses in a variety of lengths and fabrics, from polka dot satin silk to lace and fine wool, so if you've been searching for that perfect dress for a while you may find it here. They're all very much the same button front shape (at present) so you're likely to either love them or leave them. The website is easy to use and they offer a free returns service provided you email them within seven days of receiving delivery.

Site Usability:	★★★★★	Based:	Netherlands
Product Range:	★★★	Express Delivery Option? (UK)	No
Price Range:	Medium	Gift Wrapping Option	No but dresses are beautifully boxed
Delivery Area:	EU	Returns Procedure:	Email them within seven days for free service

www.no-one.co.uk

No-One is a boutique based in Hoxton, East London and on their website you can find on trend (or even beyond trend, if there is such a thing) dresses, separates and accessories for girls and boys from a collection of cool, cutting edge designers such as Mine, Karen Walker, Louise Amstrap and Cheap Monday. There's absolutely nothing classic here but if you like to be ahead, fashion-wise, you should take a look.

Site Usability:	★★★★	Based:	UK
Product Range:	★★★	Express Delivery Option? (UK)	No
Price Range:	Luxury/Medium	Gift Wrapping Option	No
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.planet.co.uk

I'm sure you've heard of this brand but if it's not one you normally shop for offline you should stop now and take a quick look round. They've made it very easy to see everything that's offered and tell you straight away all the sizes that are available. Styles tend to be classic and there are quite a lot of (high quality) man made fabrics but it's a very good range, particularly for the jackets and outerwear.

Site Usability:	★★★★	Based:	UK
Product Range:	★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Medium	Gift Wrapping Option?	No
Delivery Area:	UK	Returns Procedure:	Down to you

www.precis.co.uk

If you're under 5ft 3in. (1.6m) tall and prefer not to have to make lots of alterations to your new clothes then this is the place for you. Precis offer ranges with names such as 'Left Bank' and 'Coco Boutique' and in each there are separates that work very well together. If you prefer you can also select by type of clothing, coats, jackets or trousers, for example and sizing goes from 8 to 18.

Site Usability:	★★★★★	Based:	UK
Product Range:	★★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Medium	Gift Wrapping Option?	No
Delivery Area:	UK	Returns Procedure:	Down to you

*Mail Order Specialists***www.artigiano.co.uk**

At Artigiano you could buy your whole wardrobe without even going to another website. The emphasis is fairly classic with easy rather than very fitted shapes and standard sizing (not small). You'll find lovely fine and chunky knitwear, excellent t-shirts and tops, trousers in a selection of styles and fabrics and unique jackets and outerwear you can't buy anywhere else. There's some very good leather and suede as well. The collection is updated four times a year.

Site Usability:	★★★★★	Based:	UK
Product Range:	★★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Medium	Gift Wrapping Option?	Yes on most items
Delivery Area:	Worldwide	Returns Procedure:	Free using Royal Mail

www.boden.co.uk

It would be surprising if you hadn't already seen the Boden catalogue. It's everywhere, with Johnnie Boden's inimitable style (and commentary) all over it. Provided you like his colourful style the clothes have their own relaxed appeal which is popular with a lot of people. If you're into minimalist chic black don't go there. If you like your pinks, blues, greens and reds then certainly have a browse. There's a mini Boden and menswear as well.

Site Usability:	★★★★★	Based:	UK
Product Range:	★★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Medium	Gift Wrapping Option?	No
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.landsend.co.uk

This leading catalogue company originates in the US and offers a wide range of high quality, well priced clothing for men and women. Signature collections include stylish co-ordinates, casual wear, linen wear, swimwear, outerwear, cashmere and footwear with lots of essentials for your new season's wardrobe. Many products are available in extended ranges to fit and flatter Plus and Petite sizes. First-class customer service is backed by a no-quibble money-back guarantee and free delivery on your first order.

Site Usability:	★★★★★	Based:	UK (this website)
Product Range:	★★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Very Good Value	Gift Wrapping Option?	Yes
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.lauraashley.com

Becoming more up to date by the day (although still retaining some of the feminine influences we've come to associate with this long standing retailer), at Laura Ashley there are some really good tops and knitwear, shirts, skirts, trousers and accessories. Alongside this, and possibly the strongest part of the website, is the home accessories and furniture section, where you can choose everything from pretty gift ideas to handcrafted cabinet furniture and lots of decorating advice.

Site Usability:	★★★	Based:	UK
Product Range:	★★★	Express Delivery Option? (UK)	No
Price Range:	Medium/Very Good Value	Gift Wrapping Option	No
Delivery Area:	UK but there are global sites as well	Returns Procedure:	Down to you

www.orvis.co.uk

Originally a company specialising in fishing equipment, Orvis have now developed their brand to offer a full clothing and accessories range for men and women. You'll find a high quality classic range here from Donegal tweed jackets to quilted, microfibre coats plus knitwear, shirts, polos, t-shirts and accessories, all in a wide choice of colours. There's hardwearing footwear here too plus the Barbour Collection.

Site Usability:	★★★★★	Based:	UK (this website)
Product Range:	★★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Medium	Gift Wrapping Option?	Yes
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.peruvianconnection.co.uk

Each season Peruvian Connection offers a richly photographed collection of ethnic style separates (with some classics) using Peruvian alpaca and jewel coloured pima cotton. The look is very elegant, matching their unusually coloured tops and fine knitwear with gorgeously patterned skirts. They also offer specialist art knit jackets and sweaters, beaded jewellery, scarves and bags. You'll find excellent quality and in some cases quite steep prices.

Site Usability:	★★★★★	Based:	UK
Product Range:	★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Luxury/Medium	Gift Wrapping Option?	Yes
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.poetrycollection.co.uk

Poetry is a new, fresh collection of clothing online, offering a very good selection of tops, fine knitwear, tailoring, pretty skirts and dresses in a modern range of colours and all using mainly natural fibres. The prices are reasonable and sizes go from 10 to 24 in just about everything. This

is a beautifully photographed and easy-to-use website, and you can see several different pictures of everything offered.

Site Usability:	★★★★★	Based:	UK
Product Range:	★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Medium	Gift Wrapping Option?	No
Delivery Area:	EU	Returns Procedure:	Down to you

www.thelinenpress.co.uk

As far as linen clothing goes I think there are two sorts of people; those who love it and those who don't. It is a pain to iron and always creases the minute you put it on but at least you can now find linen that washes beautifully and doesn't shrink as it used to. The Linen Press have a range of men's and women's clothing in soft, wearable twill weave, fine garment washed linen, natural cotton stretch baby cord and fleecy pure cotton.

Site Usability:	★★★	Based:	UK
Product Range:	★★★	Express Delivery Option? (UK)	No
Price Range:	Medium	Gift Wrapping Option?	No
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.toastbypost.co.uk

Toast has long been well known for simple, beautifully made clothes in natural colours and natural fabrics and the range of separates includes skirts, tops, knitwear and trousers, plus nightwear and gowns, beachwear and a small collection of bed linen. Don't expect lots of bright colours here, you won't find them. This designer is about quiet, easy style. Their photographs are really beautiful and they offer still life pictures as well as model pics which is extremely helpful.

Site Usability:	★★★★	Based:	UK
Product Range:	★★★	Express Delivery Option? (UK)	Yes but you need to call them
Price Range:	Medium	Gift Wrapping Option?	Yes
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.wallcatalogue.com

If you haven't already heard of Wall but you like beautifully made, easy-to-wear clothing in unusual fabrics then you should take a good look at this well photographed website. It's a very different and attractive range of modern, flattering separates in muted colours such as barley, oyster, pale grey and black, of course, for winter. The clothes aren't inexpensive but you're buying into real quality and the service is excellent.

Site Usability:	★★★★★	Based:	UK
Product Range:	★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Medium	Gift Wrapping Option?	No
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.wraponline.co.uk

At Wrap you'll find modern separates in each season's colours attractively photographed on real models, so you can not only see the clothes clearly but there's lots of atmosphere too. There's

always a very good selection of tops, knitwear, trousers and skirts using mainly natural yarns such as cotton, silk and cashmere, you can see how they all work together and also tell at a glance whether what you want to order is in stock or not. Check out the new accessory range of casual bags and belts. There are separate websites for the UK, USA and Germany.

Site Usability:	★★★★	Based:	UK
Product Range:	★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Medium	Gift Wrapping Option?	No
Delivery Area:	Worldwide	Returns Procedure:	Down to you

The High Street

www.allsaintsshop.co.uk

All Saints offer up-to-the-minute styling totally in line with each season's different looks on their funky urban appeal website. There are lots of well photographed views of every item available including both model shots and basic product close-ups. Sizing goes from 6 to 14 in most items (although expect general sizing to be on the small size). You can shop by collection or by item and see straight away what's available in your size.

Site Usability:	★★★★	Based:	UK
Product Range:	★★★	Express Delivery Option? (UK)	No
Price Range:	Medium	Gift Wrapping Option?	No
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.debenhams.com

The excellent range from 'Designers for Debenhams' seems to grow each season. Currently it includes Betty Jackson, Jasper Conran, Ben de Lisi, John Rocha, Julian MacDonald, John Richmond and more. Then you can also find lots of other, less expensive brands such as Principles and Red Herring, lingerie, menswear, childrenswear, electricals; and beauty by brands such as Estée Lauder, Lancôme, Benefit and Elemis. Take a look round now and watch the range on offer grow, season by season.

Site Usability:	★★★★★	Based:	UK
Product Range:	★★★★★	Express Delivery Option? (UK)	No
Price Range:	Very Good Value	Gift Wrapping Option?	No
Delivery Area:	UK	Returns Procedure:	Down to you

www.dorothyperkins.co.uk

Dorothy Perkins' clothes and accessories are modern and amazingly well priced. They use some natural and some man-made fabrics and sizing goes from 8 to 22 for most items. You'll find wearable new looks each season plus some colourful knits, tops and accessories. Take a good look at the start of the season if you're likely to want something here as once a product has sold out they probably won't replace it, however they offer new styles online each week.

Site Usability:	★★★★	Based:	UK
Product Range:	★★★	Express Delivery Option? (UK)	Yes
Price Range:	Very Good Value	Gift Wrapping Option?	No
Delivery Area:	UK	Returns Procedure:	Down to you

www.fcukbuymail.co.uk

This is a company where the words young, funky and high street come straight to mind and, alongside the fashion pieces, you can find some very good basics, in particular their knitwear and t-shirts, which are well priced, good quality and available in a range of colours. French Connection is definitely not cheap but delivers up-to-the-minute styling for men and women and is well worth taking a look at for new, modern additions to your wardrobe.

Site Usability:	★★★★	Based:	UK
Product Range:	★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Medium	Gift Wrapping Option?	No
Delivery Area:	Worldwide	Returns Procedure:	Use their free service

www.ilovejeans.co.uk

You'll find five brands here currently - Made in Heaven, Ruby, !IT, Hudson and NYDJ (or Not Your Daughter's Jeans) and there's a good range of styles and washes and lots of information on fit - essential if you're going to splash out on a pair of designer jeans online. Prices range from around £70 to £160. They aim to stock all items offered so they can be shipped out to you within 48 hours. Check back for new designers being added.

Site Usability:	★★★★	Based:	UK
Product Range:	★★★	Express Delivery Option? (UK)	No
Price Range:	Medium	Gift Wrapping Option?	No
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.jeans-direct.com

If you're a jeans addict you should take a look at this website, where there's a selection by Levi, Ben Sherman, Wrangler and Diesel although by far the greatest choice is by Levi. Personally I think you really have to know your size in each brand to be sure you won't have to send them back but obviously you can try lots of different styles at home which is a great benefit if you, like me, would rather try your jeans on in private than in a public changing room.

Site Usability:	★★★	Based:	UK
Product Range:	★★★★	Express Delivery Option? (UK)	No
Price Range:	Medium	Gift Wrapping Option	No
Delivery Area:	EU	Returns Procedure:	Down to you

www.kew-online.com

From the same family as Jigsaw, Kew offer modern, versatile, well priced separates in a wide choice of colours and styles. There's a very good selection on this website and there are some great tops and fine knitwear plus easy jackets and skirts with most items being available in a

selection of colours, which they show you very clearly. They sometimes take quite a while for each new season's collection to be available online but be patient. It'll be worth it.

Site Usability:	★★★★	Based:	UK
Product Range:	★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Medium/Very Good Value	Gift Wrapping Option?	No
Delivery Area:	Worldwide; call for international delivery	Returns Procedure:	Down to you

www.layer-up.co.uk

Here's a new, young, modern, brand-driven retailer offering labels such as Chilli Pepper, Fever, Looking Glass and MbyM. They have an excellent trend section where they've put all the looks together so you can see exactly what you need to buy. This is great teen/high street shopping in a clear and easy to use format with the Casual/Active section being particularly strong.

Site Usability:	★★★★	Based:	UK
Product Range:	★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Medium	Gift Wrapping Option?	Yes
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.mango.com

Spanish label Mango offers inexpensive, up-to-the minute clothes and accessories which they'll ship to you just about anywhere in the world, so if you don't fancy battling your way through one of their stores you can buy calmly from them here. Their clever, modern website shows you everything at a glance. With jackets at around 60 euros and t-shirts from around 13 euros you can find plenty here to help you get the latest look without breaking the bank. Delivery is from Spain but is usually extremely quick.

Site Usability:	★★★★	Based:	Spain
Product Range:	★★★★★	Express Delivery Option? (UK)	No
Price Range:	Very Good Value	Gift Wrapping Option?	No
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.marksandspencer.com

You've probably already shopped from Marks & Spencer's huge online range of just about everything clothing related, from outerwear, tailoring, casualwear and accessories, lingerie, swimwear, shoes - the list just goes on and on. What's really great about this website now is that the special collections are available too, such as Autograph, Per Una and Limited Collection where you can shop from the more contemporary designs and make your choice from everything available rather than what's just in the small store near you.

Site Usability:	★★★★★	Express Delivery Option? (UK)	Yes
Product Range:	★★★★★	Gift Wrapping Option?	No
Price Range:	Medium/Very Good Value	Returns Procedure:	Free to store or their Freepost service
Delivery Area:	UK		

www.missselfridge.co.uk

An integral part of the high street since the 1960s, Miss Selfridge has always been a mainstay for young, modern style. There's nothing quiet about the clothes on offer, but plenty of information and guidance on how to put together the latest looks and the background to the trends. They do go up to a size 16 but most of the clothes are designed for smaller sizes. They only deliver to the UK and offer express delivery for just £1 more than their standard service.

Site Usability:	★★★★	Based:	UK
Product Range:	★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Very Good Value	Gift Wrapping Option?	No
Delivery Area:	UK	Returns Procedure:	Freepost or to their stores but complicated

www.monsoon.co.uk

With its well known presence on the high street almost everyone has heard of Monsoon, offering attractive, not inexpensive but still good value clothing including some extremely wearable and different occasionwear. Sizing in a lot of cases goes up to a 20. The childrenswear selection is smaller but has the same look with really pretty clothes, mainly for younger girls, including candy coloured skirts and tops, sugar striped swimwear and the prettiest partywear.

Site Usability:	★★★★★	Based:	UK
Product Range:	★★★★★	Express Delivery Option? (UK)	No
Price Range:	Medium/Very Good Value	Gift Wrapping Option?	No
Delivery Area:	UK	Returns Procedure:	Down to you

www.oasis-stores.com

The new Oasis website allows you to shop simply and easily by garment, where you can zoom right in to every detail and find all the information on sizing and fabric you could need. Alternatively you can shop by trend, where all the relevant pieces are brought together for you or visit the new glamorous Vintage collection. The site is really easy to buy from, sizing goes up to a 16 and delivery is UK only.

Site Usability:	★★★★★	Based:	UK
Product Range:	★★★★	Express Delivery Option? (UK)	No
Price Range:	Medium/Very Good Value	Gift Wrapping Option?	No
Delivery Area:	UK	Returns Procedure:	Down to you

www.principles.co.uk

With an easier to wear selection than some of the high street retailers, Principles offer a stylish, well priced collection of separates, dresses and coats on their attractively designed website. They clearly show some of the trends of the season and have picked out pieces that go well together for each look. You'll find dresses, skirts, tops, jeans, knitwear, some very attractive tailoring and occasionwear and a petite collection which goes from size 6 to 16.

Site Usability:	★★★★	Based:	UK
Product Range:	★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Very Good Value	Gift Wrapping Option?	No
Delivery Area:	UK	Returns Procedure:	Freepost or return to store but complicated

www.riverisland.com

If you're looking for the latest combat trousers, sparkly, decorated jeans or flirty tops (and you're no larger than a size 12 in most cases) then take a look round here. They seem to get more modern each season. However, they do have some coats, parkas and jackets that would be wearable for a lot of ages and a casual, modern menswear collection. The site is very quick and easy to use and their help desk with all the delivery information is excellent.

Site Usability:	★★★★★	Based:	UK
Product Range:	★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Medium	Gift Wrapping Option?	No
Delivery Area:	UK	Returns Procedure:	Down to you

www.savagelondon.com

For t-shirt collectors this is the place to visit, with t-shirts and tops of all shapes and sizes and an enormous range of colours. The main point here is that you can customise your t-shirt or hoody (for yourself or whoever you want to give one to). Just select your design, choose your style (raw edge, long sleeve etc) then the colour. On some you can choose the text or word and other embellishment as well. The website is very busy but the instructions are clear once you get the hang of how things work.

Site Usability:	★★★★	Based:	UK
Product Range:	★★★★	Express Delivery Option? (UK)	No
Price Range:	Medium	Gift Wrapping Option?	No
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.tedbaker.co.uk

Expanding global brand Ted Baker offers well made and innovative clothing on their modern, well photographed and easy-to-navigate website, for women, men and kids. Don't expect cheap here, you won't find it. What you will find is up-to-the minute, mainly understated fashion, totally inline with each season's trends. Also swimwear, underwear, watches, accessories and fragrance.

Site Usability:	★★★	Based:	UK
Product Range:	★★★	Express Delivery Option? (UK)	No but UK delivery is very fast
Price Range:	Medium	Gift Wrapping Option?	No
Delivery Area:	Worldwide	Returns Procedure:	Down to you

www.topshop.co.uk

This is the place to go if you want the latest fashions at the best prices – and definitely the place to go if you can't stand the scrum of the shops. Can't afford Marc Jacobs or Miu Miu? Go straight to Top Shop, and if you can't bear the heaving crowds in the store, desperately seeking the last pair of the latest and absolutely must-have heels in your size, you can order them online and have them sent to you by express delivery. A fashionista could surely ask for no more than this.

Site Usability:	★★★★★	Based:	UK
Product Range:	★★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Very Good Value	Gift Wrapping Option?	Yes
Delivery Area:	UK, USA, Australia and ROI	Returns Procedure:	Down to you

www.urbanoutfitters.co.uk

Fast growing, US-based brand Urban Outfitters' young modern website is clearly targeted directly at their 18 to 30-year-old audience with a wide range of chic 'urban styled' clothes and accessories for girls and boys. There's designer wear from Alice McCall and See by Chloe, an eclectic, well priced range of separates, hosiery, scarves and gloves and right through to shoes, jewellery and underwear. Get the look now.

Site Usability:	★★★★★	Based:	UK
Product Range:	★★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Medium	Gift Wrapping Option?	Yes
Delivery Area:	UK	Returns Procedure:	Down to you

www.wallis-fashion.com

Wallis offers a small selection from its stores on the website and just about everything goes up to a size 20, so styles on the whole are easier to wear for most people. They give clear information right from the start about each and every product, right down to washing information, fabric content and sizing, as well as telling you about each season's looks and how to put them together. They aim for 48 hour delivery in the UK with the option of express delivery.

Site Usability:	★★★★★	Based:	UK
Product Range:	★★★	Express Delivery Option? (UK)	Yes
Price Range:	Medium/Very Good Value	Gift Wrapping Option?	No
Delivery Area:	UK	Returns Procedure:	Freepost or return to store

www.warehouse.co.uk

Shop online at Warehouse for the latest trends and stylish must-haves. You'll find excellent seasonal collections as well as Warehouse Maternity, Denim and the Spotlight collection - a glam range of pieces for special occasions. The website is very user friendly and they deliver to all UK and ROI addresses. You can also subscribe to their e-newsletter to be kept up to date with what's new online and be the first to know about their latest news and promotions. Log on now and get shopping!

Site Usability:	★★★★★	Based:	UK
Product Range:	★★★★★	Express Delivery Option? (UK)	Yes
Price Range:	Very Good Value	Gift Wrapping Option?	No
Delivery Area:	UK and ROI	Returns Procedure:	Freepost or return to store