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# VIRTUAL RUNWAY

50 must-see sites to get the best make-over  
ideas for you and your look





# Introduction

Nowadays, we are able to travel around the world in a few minutes, even without a map. The only prerequisite: to be willing to explore and to be connect with all kinds of places, feeling just as if we were there, living the life!

So, those who enjoy fashion tourism no longer need to travel to where the latest trends originate. With just a click, you can visit stores, try on clothes, get a new look including hair and makeup, attend a fashion show and meet new celebrities.

The road to these destinations is a few keywords in your preferred search engine and hundreds of options will automatically show up. However, it is really hard to choose among the myriad options, the one that will really satisfy your expectations. It is very important, therefore, to carefully define the search criteria in order to get to what you need.

You don't know how to start? In fact, the tour we are proposing here will show you how to formulate a thorough search and how to classify the sites you need: how and where to buy, where to get all the news about the latest fashion catwalks, who to consult in case of doubt, who to follow as a mentor for your personal style, and more. In short, you will enjoy strolling through the paths of international fashion and become an expert on the right places and prices offered by the various brands, plus learning who are those who really influence the trends at the moment.





## How to carry out an effective search

Starting an effective search would seem rather simple by choosing only a few specifications. But how much time would you be ready to devote to a search with poor results? When it comes to fashion, there are millions of sites, all sorts of offers and pages that will try to get your attention. In fact, the keywords currently used have become so clichéd, that even if we use them all, the result will always include sites offering unattractive content and information of limited interest.

If you wish to buy online, there are two ways to simplify the search. The first is to know the brand or name of the store. The second, occurring more frequently, is to be sure of what type of product you are looking for.

Time will also be a factor to consider, as your urge to find the perfect site or the desired product will determine the flexibility of your search. Let's take a simple example. You wish to buy a dress for a certain event, and you have a clear idea of the kind of design you would like to wear (short or long, formal or informal, inexpensive or costly). These are the optimal details to find exactly what you need.

Thus, if you do not have any particular brand in mind, you will type in the browser as many words as you need to target what you are looking for: dress+black+short+inexpensive+. Using the “+” sign is more effective than using prepositions. This way, you will be guided to a generic search, which at the same time will be quite specific.

Let us consider another situation: you already have a name in mind, either a brand that you want to buy from or a blog you want to check. You simply need to enter the name and you will get a number of sites, from the official brand site to those merely mentioning the name you are looking for.

In case you need inspiration, and this is something very common in the realm of fashion, there are thousands of places where experts offer information, and also share the opinions and pictures of fans of certain trends or brands. The most appealing social networks for this type of information are Pinterest and Polyvore, the latter also being an online store where users can choose products of various brands to create outfits or trend boards.

Beware of the date of the latest site update, as this will indicate that you are in the right place. Nowadays, most sites are designed as fashion blogs or magazines, which include easy-to-find

publication dates and time. In fact, many fashion sites are updated on a daily basis and the data is excellent.

Now, if you are interested in a more work-related search, that is business information on brands, beauty tutorials or trend reports, then I would suggest being more proactive and list the type of data you require. Most of the brands include in their websites a section about themselves and even mention their staff. Those who wish to join the fashion world will also find job vacancy notices. It is curious, but even the most popular blogs already devote a section aimed at recruiting professionals who wish to collaborate with them.

E-commerce portals are also among the most visited sites; they have had a huge impact in recent years. You must learn how to differentiate these sites from others more exclusive, offering more prestigious brands, and from Chinese sites, which give priority to quantity over quality. It is important to pay attention to the type of stores you visit. Also, check if they use a secured payment system, such as Paypal, one of the most popular, which will protect both your personal and credit card information.

Now that you are aware of the above details, you can start a better aimed search in the fashion and trends world.





## **Choose your route and enjoy fashion**

Very often we really don't know where to find certain products. Or, we make the mistake, when going on a trip, not to foresee what we can find and truly believe we will be able to peruse all the brands. To avoid this, we have designed a virtual route that will fulfill all your expectations. Also, if you want to know every detail about a certain brand's catwalk or what a fashion reporter has to say, we offer a selection of sites featuring comments, photos and videos depicting the whole process of a fashion show, that is, its preparation, the actual show and its aftermath.

In order to be updated on fashion, we have cut down to 50 the sites that you should visit, and possibly follow periodically. Of course, you can always find other options, but the sites listed here are certainly the most respected.

To make sure you do not miss any updates from these sites, you should always use their invitation to subscribe to their weekly or daily newsletters, as well as check the social networks they handle to build a community of readers/followers. And if you want to compile your own database, consider the option of subscribing to the RSS, a tool which allows you to store articles, videos or favorite links, for you to examine at a later date, and receive instant notifications by email or in your Google account.

The idea is not to miss anything; to achieve this, sites create loyalty systems through different means. Choose your route!





## **Index of the best sites, how and why to use them**



### **Forever 21**

This American chain is one of the most popular major fashion brands existing in the industry. With branches all over the world, it enthusiastically presents its offers, keeps the site updated and has a fair understanding of the way information works or when customers need to do their shopping. The organization of the site in several categories allows an almost ideal presentation of the different lines of products, taking into account the wardrobe, the occasion when the garment is going to be used and the budget. Likewise, it carries a section listing sales of previous seasons.

The visuals are dynamic, precise and facilitate the choice. Additionally, they feature a useful tool to view each item in perspective which gives a clearer picture of shapes and materials. Excellent “lookbooks” include all the “Forever 21 Girl” must-wear items. Their special children’s section has the same impact thanks to a large range of basic and new cutting-edge items added every month.

What else? They offer assistance to process your purchase, and a very useful section on styles and outfits creation, which suggests how to combine clothes and accessories by color and trend. For those inexperienced in online shopping, this site can be very simple: with credit card information and shipping address at hand, the order can be generated in minutes. In other words, you will probably end up loving this website. Look for the option to subscribe to their weekly newsletter, where they provide promotional items or new arrivals.

*[www.forever21.com](http://www.forever21.com)*

