

Nina Ganz

# VIRTUAL RUNWAY

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



COOLTURA

Nina Ganz

# VIRTUAL RUNWAY

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



COOLTURA



# 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