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Winter 2014



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# Online Shopping:

## The Best of the Cyber Shopping Scene

By Maggie Maloney '15

Who doesn't love getting the email, "PACKAGE AT THE MAIL CENTER"??? Nothing brings Hamilton students more joy than the impending arrival of this very email. It's that Christmas morning anticipation that conveniently appears at our beloved mail center! After multiple semesters of intensive field research at the expense of my debit card, I'm here to inform you readers how to navigate the big, bad world of online shopping.

**BEST EVERYTHING:** Amazon (amazon.com)  
Amazon is the lovechild of Target, Walmart and Steve Jobs. There is literally nothing in this world you could want that you can't find on Amazon. Other than the unparalleled vastness of its inventory, Amazon has daily deals, discounts, and incredibly quick shipping. Amazon Prime members get free two-day shipping on every order.



**BEST BASICS:** Forever 21 (Forever21.com)  
The online outpost of the reasonably-priced fashion mecca does not disappoint. Here, you can find a scoop neck tank for \$1.80 or a pair of socks for \$2, stylish choices that won't break the bank. They also have an extensive men's section.

**BEST FOR THE COMMITMENT-PHOBIC:** Rent The Runway (renttherunway.com)  
Rent The Runway features designer dresses and accessories you can rent for a fraction of the price. You search for your dream dress, have two sizes of it delivered, wear it and feel like Cinderella for the night, then return it. The process

is that simple, and there is no chance of being an "outfit repeater" later on (bonus)!



**BEST FOR FORMAL ATTIRE:** ASOS, Tobi, and Nasty Gal  
This is a tie of some seriously tough competition: British-import ASOS (asos.com), discount-haven Tobi (tobi.com) and the terribly named but expertly

styled Nasty Gal (nastygal.com). These three sites have an overwhelmingly large selection of dresses that are perfect for any formal or date party. ASOS has free ground shipping, Tobi has free shipping on orders over \$50 and Nasty Gal offers free shipping on orders over \$75. All 3 have clothing at a variety of price levels, so there's something for everyone!



**BEST ONE-STOP-SHOPPING:** Piperlime (piperlime.com) and Zappos (zappos.com)

Both of these websites have apparel, shoes and accessories as well as free shipping and returns. So, now you can get the snow boots you've needed all winter (disclaimer: neither have Bean Boots) and a new fleece to replace the black North Face you lost back in October all in one order. Finally.

**BEST BOUTIQUE-Y SITES:** Revolve Clothing (revolveclothing.com), Singer 22 (singer22.com) Urban Outfitters (urbanoutfitters.com), Necessary Clothing (necessaryclothing.com) Young Love (shopyounglove.com)

These websites all carry fewer products overall which makes browsing and ultimately deciding what to buy easier.

**BEST SAVINGS ON SPLURGES:** Gilt (gilt.com), The Outnet (theoutnet.com), Hautelook (hautelook.com), Nordstrom Rack (nordstromrack.com)  
These sites offer high fashion clothing at a discounted price. It's like shopping a great sample sale without all of the fighting, physical aggression and tears. Be wary of Gilt's 10-minute check out limit once you add an item to your cart; it can make for some poor impulse decisions!

