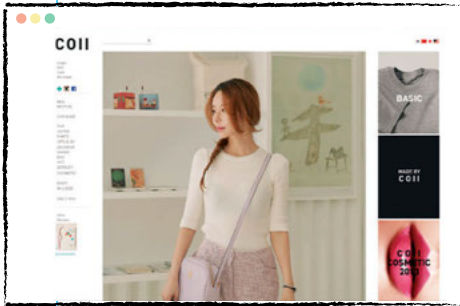


WIRED TO YOUR WALLET

Ever wondered why the net's called a web? This list of 20 high-street e-stores will clear that up for you. Good luck untangling yourself, says **Kavita Mohandas Rao**

Sick of doing the mall rounds? Trying to avoid human contact but it's impossible because you really need help finding those heels in your size? Things are so much simpler on the web, right? Right. We put together the best fashion e-stores — they're a bang for your buck, plus, you can always take a break from Insta-stalking to make your never-ending wishlists. #win



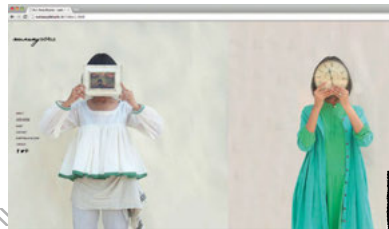
COII

IN A TWEET: Normcore heaven

INSTALOVE: The multi-perspective lifestyle imagery is a nice break from the posey shots of other fashion e-tailers. It's, erm, very normcore, and the stark monochrome of the site is carried forward in the products. Greys, blacks and whites are occasionally tinged with colour — anything but boring, though.

WISHLISTED: We're getting all the snuggly sweaters and counting down to winter.

MOBILE: You can access COII on a third-party shopping app, but you probably don't need it since its own site loads well on mobiles. En.coii.kr



RUNAWAY BICYCLE

IN A TWEET: Murakami meets Mangalagiri cotton to remind you that summer's just a state of mind.

INSTALOVE: "Write a note to life," prompts the landing page, setting the tone. The entire site conspires to make you slow down. The look book's inspired by Murakami and is as intriguing, and the clothes are almost childlike in their simplicity, all pintucks and pinafores. They remind you of a more innocent time, bolstered by charming product descriptors. And, of course, the occasional cat.



WISHLISTED: The 'Dancing Dervish' dress, with its gamut of layering possibilities, has us caught up in a swirl.

MOBILE: The display is inconsistent between mobile operating systems, but the website's pretty dreamy anyhow. Runawaybicycle.in

JABONG

IN A TWEET: Expect to upgrade your data pack soon — some of the world's favourite brands are sharing space on this url.

INSTALOVE: Every international high-street brand on Jabong is worth its price tag — Miss Selfridge, River Island, Dorothy Perkins, to name a few. There's more to look forward to: Jabong's hired some serious design talent from the likes of ASOS and Inditex to create its upcoming private labels.



Printed twill pumps, ₹ 2,899

WISHLISTED: The printed pumps by Dorothy Perkins, and the striped pencil skirt from New Look. Workwear woes? Not a chance.

MOBILE: It's one of the few e-tailers on the list that offers an app for the Windows OS. With exclusive discounts on the app, you'll only need the website when killing time at the office. Jabong.com

Lighting is soft and luminous to match.

NASTY GAL

IN A TWEET: Body-con dresses and thigh-high boots. That's what Tinder profiles are made of.

INSTALOVE: There's nothing shy or something-for-everyone about Nasty Gal. It's got swimsuits that are almost imaginary, dresses that fit like a glove, and smirks on the genetically gifted models' faces. Nasty Gal is custom-made for that celebratory weight-loss selfie.



WISHLISTED: The 'Jagged Little Frill Lavender' skirt, and a snarky number called 'Eat My Duster' jacket. Sold!

MOBILE: The apps on iOS and Android connect you to the wider community of "badass, fashion-loving girls"; those who'd rather shop than socialise will have no trouble. Nastygal.com

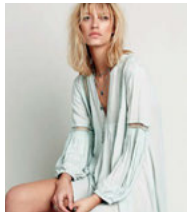


Leather mules, ₹ 4,890

FREE PEOPLE

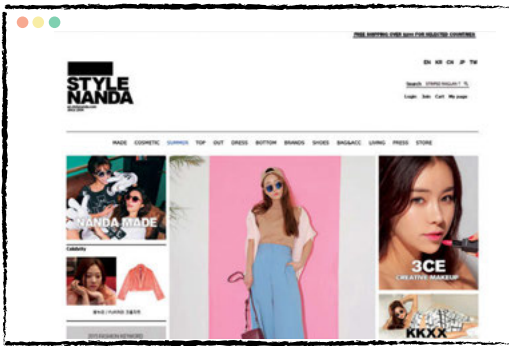
IN A TWEET: Uber-feminine boho looks that'll have you wishing there were more Sundays in a week.

INSTALOVE: The website hints at the romance of faraway places. If road-tripping in a '60s van required a dress code, this would be it — fringed jackets, lacy maxi dresses and denim cut-offs.



WISHLISTED: Keep your eyes peeled for the feather-light sheer dresses. So pretty!

MOBILE: The iPhone app includes snazzy displays and connects you to FP Me, the brand's social community. Freepeople.com



STYLE NANDA

IN A TWEET: This Korean one-stop-shop was rocking Gangnam Style way before Psy made a song-and-dance about it.

INSTALOVE: A trade secret among stylists, Style Nanda's popularity in its home country has made celebrities of its models. The casual, selfie-vibe of its product shots capture the easy aesthetic of the brand, which prides itself on the mix-and-match fluidity of the wares.



WISHLISTED: The boxy knits and breezy maxi dresses. They're chic without trying.

MOBILE: Unless you speak Korean, the iOS and Android apps won't be very useful. The mobile site's a breeze, quick to load and has full display. En.stylenanda.com

IN A TWEET: Designer wear gets a high-street price tag, and everybody wins.

STYLISTA

INSTALOVE: Stylista collaborates with the country's most talked-about designers — Kallol Datta, Shivan & Narresh, Masaba Gupta — to create exclusive, limited-edition pieces that won't break the bank. They've got free shipping too, but honestly, they had us at "designer wear gets a high-street price tag."



Lycra bikini, ₹ 3,250

WISHLISTED: The Shivan & Narresh swimsuits for a day spent (not) swimming in the club pool.

MOBILE: The mobile site's snag-free and easy to use. Stylista.com



Cotton dress, ₹ 3,250

Plastic and metal earrings, ₹ 830



BLUR

IN A TWEET: Edgy, unserious gear at prices that'll leave you with enough dough for that pixie cut you've been eyeing.

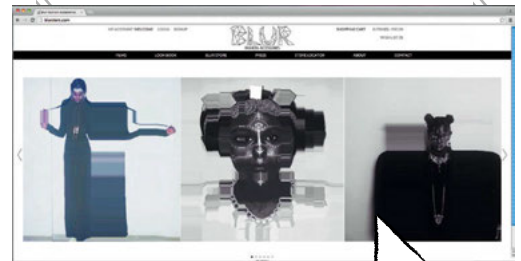
INSTALOVE: Once you're done gaping at the cool, surreal look book, you'll have a hard time picking from the neo-geo jewellery, John Lennon-inspired sunnies and the Aztec-print platforms. To start with.



Canvas creepers, ₹ 3,300

WISHLISTED: Your festival look would be incomplete without these printed stompers.

MOBILE: Both the website and mobile site work well, though the latter isn't always consistent. Blurstore.com

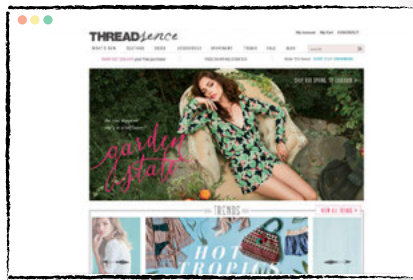




Suede bag, ₹ 3,635

THREADSENCE

INSTALOVE: ThreadSence canopies an array of labels specialising in boho, grunge and indie chic like Jen's Pirate Booty, The 2 Bandits, Chaser, Beach Riot, Evil Twin (all of which could easily be all-girl band names). And with crochet dresses, happy hippie jewellery and fringed leather jackets, they won't have to look too far for outfits either.



WISHLISTED: The 'At Dusk' fringe purse in red suede, plus the lacy crop top by For Love & Lemons.

MOBILE: You won't miss an app version since the mobile site works fine. Threadsence.com



Metal earrings, ₹ 751

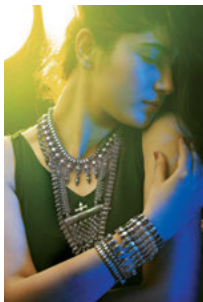
IN A TWEET: Funky finds for the girl who'd rather surf the waves than the net.



JAYPORE

IN A TWEET: Easier on the pocket than a sojourn to India's craft-rich corners, and as deliciously distracting.

INSTALOVE: The folks at Jaypore have a great eye for handcrafted souvenirs that you'll proudly hold on to. Think antique jewellery from Rajasthan, handmade clothing from Auroville, crisp eri silk scarves from Nagaland and quilted jackets via Orissa.



WISHLISTED: The vintage silk scarves courtesy The House of Wandering Silk, and the ornate silver trinkets from Rajasthan.

MOBILE: The Jaypore iPad app features beautiful images and connects local artisans with its global consumer base. Jaypore.com

BOOHOO

IN A TWEET: With 100 new pieces every day. Fashion doesn't get more current than this.

INSTALOVE: It's as packed as Mumbai traffic at peak hour, but infinitely more style savvy. New pieces come in every day, and new collections every week. We dare you to remember what you really came here for. This style supermarket has all the trends before they're legit, and at prices that are probably illegal. Whatever the deal is, we want in.

WISHLISTED: If we must choose, we're getting the 'Charlotte' pleated midi skirt in PU, the 'Anna' Aztec mini skirt, the tan fringed bag, and the...

MOBILE: There's no official app yet, which is just as well since the site loads nicely on your mobile. There are a few unofficial apps that claim to display the site better. Boohoo.com



Leather platforms, ₹ 2,837

Pleated PU skirt, ₹ 1,700



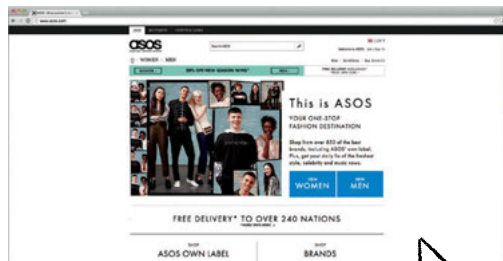
MYNTRA

IN A TWEET: Changing the way India shops, one discounted shopping bag at a time.

INSTALOVE: From cutting out discount coupons in newspapers to applying them to our shopping carts, Myntra's proof that we really haven't changed. We just dress better. The site's come a long way from an online portal for sweatshirts. It's now one of India's biggest fashion retailers, hosting a spectrum of fashion brands and fashion addicts. Myntra's betting big on its in-house brands like DressBerry, HRX, and the Ranveer Singh-fronted Roaster, we mean, Roadster, (okay, so we couldn't resist).

WISHLISTED: The easy tee with bold florals. No-brainer!

MOBILE: Switch to the app for better discounts. The news is that they'll soon close the site and go completely mobile. Chances are, India will too. Myntra.com



ASOS

INSTALOVE: ASOS scores big on variety and fashion cred. We suggest you look at the alphabetically sorted list of brands — you'll need more time than money to really get a hold

IN A TWEET: More than 40,000 styles from 850 brands. Enough said.

of this one, but it's worth it. And then there are questions like, "Do I want the candy-cane dress from Antipodium or the taped jeans by Cheap Monday?" Ah! The sweet thrill of first-world problems on a third-world budget.

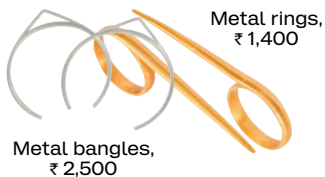
WISHLISTED: See life-altering question of Antipodium vs Cheap Monday above.

MOBILE: It has apps for Android and iOS, and a pretty nifty mobile site to boot. Asos.com

BHANE

IN A TWEET: Wardrobe essentials done right in summer-friendly fabrics.

INSTALOVE: Unpretentious in its product displays, Bhane collaborates with people of different sizes and styles to showcase the versatility of its garments. It's proof that the quality of a garment isn't just in how it's made, but also how it's worn. They've recently rolled out their latest jewellery line of wispy necklaces, hair ornaments, rings — the works. Clean, contemporary and very take-it-or-leave-it. We'll take it.



Metal rings, ₹ 1,400

Metal bangles, ₹ 2,500

WISHLISTED: The breezy dresses in indigo, burgundy or white, paired with the 'Porta' bangles or 'Linear' rings.

MOBILE: The UI on mobiles is a little iffy, with displays varying across operating systems. Bhane.com

KOOVS

INSTALOVE: KOOVS rubs shoulders with the coolest kids in style school — they pull off a coup every season with capsule collections by the likes of Henry Holland, Melissa Odabash, Mawi, and accessory ace Patrick Cox. Their own label offers style steals designed by a London-based team, and if you're (still) greedy, there are a good number of high-street brands to choose from.



Pearl and metal ring, ₹ 499



Rubber platforms, ₹ 1,995

WISHLISTED: The chunky T-bar shoes and the Kerkes' pearl double-finger ring hit the accessory jackpot.

IN A TWEET: If 'x' symbolises collaborations across the fashion world, KOOVS has more of them than a grade-wrecking algebra equation.

MOTEL ROCKS

IN A TWEET: Californian vintage meets Brit insouciance meets international shipping.

INSTALOVE: The cure for 'Monday's here already?!' syndrome is a double click on Motel Rocks. New collections are up every blooming Monday, featuring vintage finds that have been upcycled into trendy pieces. Oh, and they have a 365-day return policy. Where's the checkout button?

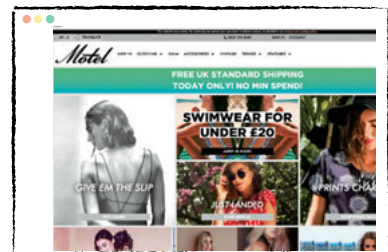
Cotton playsuit, ₹ 3,780



Denim shirt, ₹ 2,740

WISHLISTED: While old-school denim is making fashion headlines, we're snapping up the very '90s 'Leigh' cropped shirt.

MOBILE: No app yet, but you won't feel its absence thanks to a pretty tidy mobile site. Motelrocks.com



MOBILE: The app for iOS and Android is a handy lil' number, which syncs your picks across devices and lets you share them on your social network. Koovs.com



STALKBUYLOVE

IN A TWEET: Named after the predatory shopping patterns of the feral shopaholics, it only makes them worse.

INSTALOVE: The company uses its global reach to source the latest European trends, and designs them in India with its in-house team. StalkBuyLove churns out new designs every day, and is more realistic about fits. Sizes range from 3XS to 2XL, and there's also maternity wear. You can even customise outfits based on your measurements, choice of length and pattern. It's bespoke on broadband.

WISHLISTED: The easy to customise 'Carol' pencil dress, and the 'Love and Peace' cape top.

MOBILE: The brand is available on the Jabong app. No complaints from us. Stalkbuylove.com



Crêpe top, ₹ 899

Jersey dress, ₹ 1,149



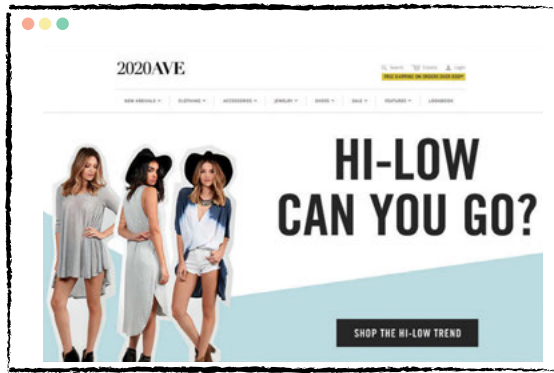
Lace dress, ₹ 7,215

PIXIE MARKET

INSTALOVE: If Neverland (of Peter Pan, not Michael Jackson, fame) were in need of sartorial inspiration, Pixie Market would be a worth a visit. There's something eternally youthful, almost school-girlish, about the garments, with dresses and tops in lace, gingham skirts, oversize sweaters and candy colours, served with an indulgent helping of dainty. But then, growing up's always been overrated.

WISHLISTED: The 'Amata' lace Dress, for featuring three trends in one, and the 'JOA' fringe dress for the fun '70s vibe it's rocking. Hell, let's throw in the sequinned varsity tunic too.

MOBILE: The landing page on the mobile site is easy to navigate, but once you're in the product section, the displays could get a little jagged. No biggie. Pixiemarket.com



2020AVE

IN A TWEET: A selective collection that's easy to browse and easier to buy.

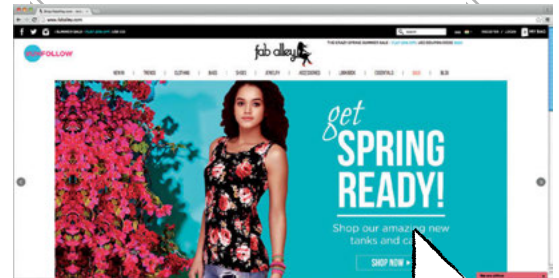
INSTALOVE: The styles look pricey but, thankfully, aren't. The site's USP is fashion that's a lot more wallet-friendly than its competitors', with customer service that's super nice. The range isn't overwhelming, and has enough eye candy to make you stop mid scroll.

WISHLISTED: The jelly sandals and the bell-sleeved crop top. Summer style sorted.

MOBILE: Third-party shopping apps abound, but the mobile site's way more convenient. Shop.2020ave.com



Jelly sandals, ₹ 816



FABALLEY

IN A TWEET: The antithesis of the uniform looks that everyone else is touting; Fab Alley doesn't do subtle.

INSTALOVE: The #Unfollow ads featuring comedienne Radhika Vaz have got people talking, but the site's not the type to shy away from an opinion. Because opinions, sartorial or otherwise, are what they're all about. Fab Alley began as an online accessories store and has since expanded to carry apparel with a definite point of view that's articulated in bold polka dots, pop colours and quirky prints.



WISHLISTED: Might as well go all out — we're bagging the leather midi dress in black and the 'Glam Girl' silk skirt in rose.

MOBILE: The mobile site's as good as the website, so take your pick. Faballey.com

IN A TWEET: Cute dresses and tops to live/relive your first year of college in.

