

STYLE: ONLINE GUIDE

944'S CHEAT SHEET FOR THE WEB'S MOST STYLISH SITES

by JANINE RAYFORD

Photo by
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Stylechicla.com's
Alyson Scott

MY FAVORITE BLOGS AND SITES

Fashion design graduate of FIDM Heather Petrey might be a Digital Image Retoucher at Hautelook by day, but she blogs on Lafashionsnob.com by night. The founder dabbles in deconstruction, modeling, photography and Web surfing. Check out some of her current faves.

Fashiontoast.com "As a designer, I find the outfits that blogger Rumi Neely wears and posts inspiring."

Emmazerner.blogspot.com "My friend, Emma Zerner, is an actress/model who posts every event she attends. It's just a fun blog."

Blackburnandsweetzer.com "This chic blog by Tasha Adams lets me know where to shop, dine, etc., in LA. I found the best Italian place from BlackburnandSweetzer!"

Lookbookla.com "My friend, Felix Salzman, not only lists and archives fashion events, but also credits designers and photographers."

Thelookbook.com "For a nominal fee, The Lookbook lists contact info for stylists, fashion brands and PR firms. They also have a recently added beauty section."

ADVICE FROM AN EXPERT

Interested in a few fashion secrets? Listen to Dena Smolek, Founder of DLuxeList.com, share a few words of wisdom.

"Times are tough and your budget is probably tighter than your denim leggings," Smolek says. "Take advantage of sample and warehouse sales. Check out Dluxelist.com for info on the best sales and trunk shows in LA, NY and SF."

Thou shall covet ... "the Lauren Merkin Paige Duffel Glazed Seafoam from the Spring/Summer 2010 collection for its timeless appeal and J Brand (I remain one of their most devoted fans) 860 Racer X Jean for its motocross-inspired edge."

www.dluxelist.com

CHECK OUT THESE TIPS BEFORE CHECKING OUT

Expert blogger and founder of Stylechicla.com, Alyson Scott shares a few LA shopping tips.

SHOP FOR YOUR BODY TYPE. "It's easy to buy items you love or your friends tell you to purchase, but if it doesn't fit correctly — no matter the price — you're not doing yourself any favors."

"CHIC" OVER "TRENDY." "LA is known to be very trendy. It's better to spend your money on a "stylish" and "chic" item than a "trendy" one that will go out of style after the season is over."

REMEMBER YOUR AGE. "In LA, people associate being young with dressing even younger, but don't fall into that misconception by purchasing an age-inappropriate item."

LIVE LA. SHOP LA. "You will find more unique items in boutiques than in department stores, and it's always great to support the local economy."