



ALPHA

LOVE *the* PRESENT

White paper

Gearing up Globally – 10 of the World's Best Fashion Websites

ALPHA LTD

St Andrew's House
St Andrew's Road
Cambridge CB4 1DL
United Kingdom

 @thisisalphalive

thisisalpha.com

Who has time to trudge around the shops these days? It's far easier to pick up what you need at the click of a mouse during your coffee break, or while you're waiting for the microwave to ping. But, just like the real high street, there's a world of difference between all of the many fashion sites out there in cyber land. After some exhaustive research (and some accidental shopping), we put together a list of the ones we think are among the best. So, no matter what time zone you're in, no matter what your age, style or body shape is, you can find this season's hottest trends in about 0.54 seconds (depending on the speed of your internal processor).

ASOS.com



British site ASOS (As Seen On Screen) was launched in 2000, and sells over 850 brands alongside its own line of clothing and accessories. It also has a marketplace, where independent designers and vintage collectors can set up shop. It's bright and bold, and the fashion is as classic or as quirky as you want. The demographic is generally young (18-35) on average, with a pricing structure to suit, but it still has plenty to offer for older, style-savvy customers. And if you're not in the mood to buy, it has a magazine section called StyleFeed, where you can get inspired, browse ideas and find out about trends which are just around the corner.

Dafiti.com.br



Dafiti is Brazil's top 'department store' style site. It sells clothes for adults and children, as well as goods for the home, but its heart is in women's fashion. The site has an airy and bright feel. It's neatly laid out, with lots of images, some of which feature models. But many of the photos also show the clothes laid out flat or on hangers, which some customers find less intimidating. There's also an 'Inspiration' section for browsers to read up on the latest looks and get advice on how to put outfits together for different occasions.

Ellos.se



With its impressive code of ethics and awesome commitment to sustainability, Swedish fashion site Ellos is the perfect store for the customer who is not only fashion conscious, but also socially, politically and eco-conscious. The easy-to-navigate, elegantly laid-out site offers a wide range of international and home brands for women (such as Tiger of Sweden and Odd Molly) to suit all pockets, and includes a range of men's and children's clothes. Also included, for anybody who wishes to download it, is a 70-page report on the company's global sustainability program for the foreseeable future. If you have a passion for fashion that doesn't cost the earth, click right here.

Jingdong



Any demographic, any age, any style – anyone and everyone can find something to wear at Jingdong, one of China’s hottest retail sites. The women’s fashion section of the site is bold and out there, offering anything and everything that a woman might want to wear. Though it looks a bit daunting on first view, once you’ve got used to it, it’s a browser’s heaven. Jingdong is especially good if you’re the sort of shopper who wants to go hunting for wildly differing style experiences that are conveniently in one place.

La Redoute



Laid out in a neat, no-nonsense manner, French fashion site La Redoute lets the clothes do the talking. The clothes on offer are stylish and classic, with a touch of vivacious fun. The site offers clothes and accessories from lots of famous French and international brands as well as their well-established own label. The Blog section of the site, though not particularly easy to track down, gives fashion magazine-style insight into current trends, with focus pieces, interviews and beauty articles.

Net-à-Porter



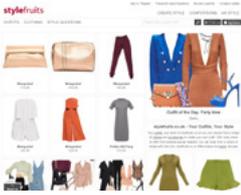
The lux choice – it’s so hard not to be impressed with this site. Net-à-Porter was founded in 2000 by American fashion journalist Natalie Massenet, and run from her London flat. Her idea was to design a website that looked like an upscale fashion magazine where customers could buy as they flicked through the glossy pages. It was groundbreaking. The site is massively aspirational, whether you can afford the clothes or not; to look is to be inspired. It boasts plenty of articles and features, and has a live chat feature as well as a 24-hour phone line for all your style queries. Pure class.

Promod



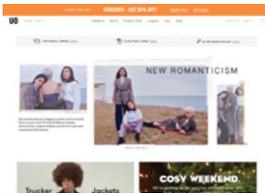
Effortlessly understated, French fashion site Promod is popular across Eastern Europe and the Middle East. The design of both the website and the clothes it sells has a streamlined confidence that appeals to women of all ages who don’t just want fashion, but clothes that are stylish and at a price that is accessible to all. The site is elegantly laid out in a simple, inviting manner which makes putting outfits together a breeze. Fill your basket up, and don’t feel guilty.

Stylefruits



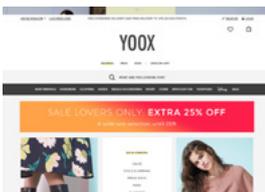
More than just a retail outlet or a budget fashion website, Stylefruits is a self-styled 'style advice platform'. Set up in 2008 in Germany, the idea behind the site is to give the customer a unique 'outfit-building' experience as they browse. Shoppers are encouraged to register and create outfits from the clothes and accessories on the site, which are then categorised under different menu headings for other browsers to look at. There is also a forum for customers to get totally involved in the most pressing fashion debates of the season.

Urban Outfitters.com



Urban Outfitters has been around for a long time, so when the internet happened, they were straight in on the action. They've never been afraid of the cyber world, frequently reworking and redesigning their website to give their customers a fresh, funky experience that keeps them coming back. Selling a mixture of culturally relevant, irrelevant and, very often, irreverent music and fashion for women, men and the home, Urban Outfitters is no stranger to controversy, garnering complaints and criticism from various religious, ethical and ethnic pressure groups. For edgy fashion that will suit every pocket, this is the site to visit.

Yoox.com



Everyone loves a bargain, so Federico Marchetti had the idea of designing a website around the USP of giving fashion-lovers the best for less. The site was founded in Bologna, 2000, and with direct relationships with such fashion houses as Dolce & Gabbana, Gucci and Armani, Yoox sells previous season clothes and accessories at 'outlet prices' in a clean and simply laid-out retail environment that maintains the kudos of the designer brands it sells. It's really hard not to be tempted.

Found that interesting?

If you're not already signed up to our newsletter, email marketing@thisisalpha.com to receive lots more great articles that will help you on your journey to going global.