

# online finds

by *Cristina Velocci*

**Zafu.com:** There is hardly anything more frustrating than shopping for the perfect pair of jeans that fit in all the right places—except shopping for the perfect pair of jeans online. With the added disadvantage of not being able to try them on, it's a near impossibility to find your material match. But Zafu.com is changing that. The site takes out all the guesswork, serving as part personal shopper and part brutally honest best friend. Simply answer a quick questionnaire (Do your jeans normally gape at the waist? Are your thighs athletic or slim?), hit search, and within as little as three minutes, the site's database will return scores of denim destined to fit you best. Sort results by price, brand, leg style or length and read a breakdown of why each pair deserves a spot in your closet in a personal fit review. It even links directly to the online retailer, so in a matter of clicks you'll be saying sayonara saddle bags and hello gorgeous gams. As an added bonus, you can keep up with the hottest styles and newest brands, read reviews and get useful advice and tips from experts through the site's articles and blog.

**Glam.com:** The name says it all. No other Web site packs quite as much content per pixel than this fashion-obsessed mecca for all things glamorous. Browse coverage of all the shows from fashion weeks around the globe, get insider tips from top designers and beauty experts on how to look your best, and go star gazing through endless photo galleries of well-dressed celebrities for inspiration. The Glam editorial staff makes

stealing star style that much easier by breaking down a look and suggesting comparable items available for purchase with just a few clicks of the mouse. Follow the latest trends, see how A-listers pull them off, and make a splurge then and there—but only as your budget allows. The site recommends similar items in three price ranges, based on your willingness to spend: will it be your rent money, your grocery money, or just the cost of lunch? Super-addictive quizzes that reveal your dress personality or the kind of ex-girlfriend you are lead to product recommendations that compliment your persona, and GlamSpace (think MySpace meets the trendy set) allows you to network with like-minded fashionistas. In addition to original articles on everything from food to nightlife, Glam.com culls the latest news and gossip from the blogosphere, with links to other stylish sites. While you certainly won't be bored, it's easy to veer down the rabbit hole and lose track of time, emerging four hours later with little more to show for than a killer pair of heels and the knowledge that you party more like Cameron Diaz than Lindsay Lohan. Which really isn't such a bad thing after all.

