



# Click & save

50 great shopping sites and phone apps, plus other cool online tricks that every shopper should know

Even if you're trying to cut back on spending, let's face it, you still have to shop—and maybe even treat yourself to the occasional splurge. If you have a juicy coupon or there's a big sale going on, it can be tough to resist. And there's no better place to troll for discounts than the Web. So we weren't too surprised when women who shopped online in the past 12 months told us in our new ShopSmart national survey that they're now spending 61 percent of their shopping time on the Internet. That's up from 50 percent in February 2007, the last time we asked.

Of course, shopping is always more fun when you know the best places to go. So we sent a team of researchers to find great shopping sites that you might not be using but should. Even if you don't buy anything, we promise that you'll have fun checking the sites out. We also found cool new features on old standby sites such as AOL and Zappos that are worth a look, and phone applications that can help you save time and money. So get clicking!

ILLUSTRATIONS BY LEO ESPINOSA



# Cool new shopping sites

It's tough to keep up with the latest sites and features, so here at ShopSmart we do it for you. These sites are some of the coolest we've seen lately. Some are new, and some are just new to us.

## Alice

### Best for buying basics

Keep your home fully stocked with all the important household staples, like detergent and toilet paper, without having to haul them home from the supermarket. At Alice, which shares its name with the beloved housekeeper on "The Brady Bunch," you can buy directly from manufacturers for less. Discounts can be particularly steep if you use clickable coupons. The site makes it fun to update your shopping list and reminds you when it's time to reorder. Shipping is free when you buy at least six items.

## CouponWinner.com

### Best for loads of coupons

This newly redesigned site has coupons and promotional codes from about 7,000 retailers, including some exclusives, such as \$40 off a year of eHarmony. It's well organized, with categories including most-used coupons, exclusive deals, free shipping, about-to-expire offers, and more. Also check out its new sister site, PromotionalCodes.com.

## Covet

### Best for creating a look

Covet acts like a virtual personal shopper, helping you find your style based on your responses to a series of fashion photos. Choose the outfit that's closest to your style, and the virtual stylist will help you find clothes that are in that style, in your size, and on sale.

## IMshopping

### Best for locating obscure stuff

Ask a shopping question and get an answer from a real, live human. Recent

example: "Where can I find vintage eyeglass frames?" Works on Twitter, too, at @imshopping. Just be aware that it's not a live chat; the site forwards your question to an expert in that particular shopping category, who does some digging, then gets back to you, usually within a few hours.

## Like.com

### Best for finding exactly what you want

If you're hunting for something specific—whether it's a purple leather jacket or pink shearling boots—this site can help you track it down. Shop by color, style, material, or detail, such as pattern or shape. You can even use your mouse to draw a box around a detail you like—a square buckle on a belt, for instance—and the search engine will bring you more items with the detail.

## Modista

### Best for buying accessories

Zero in on the exact style of shoe, handbag, watch, or other accessory you're looking for within a database of hundreds of items and get to the e-tailer with one click. As with Like.com, you can use color or shape to home in on what you're looking for; you can also sort by price and percentage discount.

## NetHaggler

### Best for bargain shopping

Download a Web tool called a hagglet and you can save in one of three ways: "Tag" an item and wait for a price drop, "Nag" a merchant for a better price, or "Haggle" as a group for bargain deals. The tool pops up when you go to the Web sites of national retailers that participate, including Macy's and Delia's.

It takes some time to set up, but once you do, it's easy to use.

## PicClick

### Best for browsing eBay

Choose a category, and this site's search engine captures all of eBay's current offerings in an easy-to-scan visual thumbnail format. Sort by "ending soon," "newly listed," or "lowest price."

## Polyvore

### Best for outfit shopping

Start with a skirt, shirt, or shoes, then drag and drop matching clothing and accessories to make an outfit—just like playing with Colorforms when you were a kid. You can click on merchants' links if you choose to buy any of the items, or you can simply scope out hot trends and get outfit ideas.

## PricesAndCoupons.com

### Best for finding the best prices

PriceGrabber and other price-comparison sites help you find the deals on products you're looking for; this new addition to your shopping arsenal goes a step further and shows you prices after coupon-code discounts when they're available. It also includes shipping charges. Check a few price-comparison sites before you buy.

## Savings.com

### Best for trolling for bargains

At this newly revamped site, fans post coupon codes and vote on them, "bumping" good ones to the top of the list and "burying" the stinkers so that it's easy to find the best deals. A recent score: \$5 off Legos at [www.lego.com](http://www.lego.com). Check out the deal of the week for big savings.

## Taaz

### Best for makeup

Upload a photo of yourself and you can "try out" all kinds of cosmetic shades from top brands such as MAC and Bobbi Brown. **TIP** Take a new head shot of yourself just for use on Taaz. The makeup goes on best when the photo is a straight-on shot that clearly shows your facial features. Warning: This site is addictive.

## UWantSavings

### Best for closeouts

It's like a giant flea market online with new stuff that sells for up to 80 percent off. Recent examples we found: an Italian leather laptop tote in three color choices was originally \$200, marked down to \$60; a cookware set that had been \$200 was marked down to \$95.

## OLD STANDBYS WITH FUN EXTRA FEATURES

### AOL Shopping

([shopping.aol.com](http://shopping.aol.com))

#### Check it out New monthly specials.

The best ones are seasonal, like the Leatherman tools we found on sale just in time for Father's Day. Shop weekly specials and daily deals, too.

### Blue Nile

#### Check it out Design-it-yourself jewelry.

Create your own diamond earrings or even an engagement ring, right on your computer screen. Click on the "build your own" buttons.

### Buzzillions

#### Check it out Local search.

Search for the best deal and find the item locally.

### Gap, Old Navy, Banana Republic, Piperlime, Athleta

#### Check it out Flat-rate shipping.

Click back and forth among stores and create one order that's shipped to you for \$7 no matter how big the box.

### Google Product Search

([www.google.com/products](http://www.google.com/products))

#### Check it out Wish lists.

Google, which helps you find products, reviews, and best prices, now offers a shopping list ([froogle.google.com/shoppinglist](http://froogle.google.com/shoppinglist)) to help you keep track of things you need to buy and also to share your wish list.

### H&M ([www.hm.com](http://www.hm.com))

#### Check it out Virtual

shopping room. "Try on" outfits online on those days when you don't feel like doing it in person.

### RetailMeNot.com

#### Check it out Printable coupons.

This coupon giant now offers more printable coupons, including local deals from Valpak and Restaurants.com.

### Sears

#### Check it out Group gifts.

Use Give Together—everyone logs on and chips in for that new table saw for Dad's birthday.

### Shop.com

#### Check it out Price alerts.

Find out when a coveted item goes on sale.

