



BEAUTY BACKSTAGE
Lily Donaldson (far left) and
Coco Rocha at Balenciaga.
Below: Biotherm Finish
Bronzer, £18



✓ **BULK-BUY BASICS**

Take the monotony out of shopping for your beauty basics by ordering it all in, as you might your supermarket shop. SUPERDRUG.COM has a clear, easy-to-navigate site filled with basic body moisturisers, hair grips, make-up remover, sponges and the like. Your list will be saved so it can be re-ordered whenever you run out. The "Offers" tab takes you to a page of currently reduced items and runs continually, so it is possible to get a bargain all year round. BOOTS.COM has a comprehensive fragrance section, complete with brilliantly packaged gift sets (as you might expect from a traditional department store) and an equally thorough grooming and body-care product list. Detoxing skin buffers, super-soft face cloths and girlie shower caps can all be added to the virtual shopping basket. Log on to HOUSEOFFRASER.CO.UK for a great selection of hair appliances which can be sorted by price, colour or brand. The Babyliss Beliss hairdryer is a favourite at the *Vogue* offices.



THE ESSENTIALS
Clockwise from above left: Babyliss
Beliss hairdryer, £30,
Houseoffraser.co.uk. Cotton Wool
Buds, 89p. Natural Facial Sponges,
£1.59. Both Superdrug.com. Detox
brush, £4.40, Boots.com

Click and make-up

E-tailing is the future of beauty, with sites offering the latest products – tried and tested – and expert beauty tips. Kelly Gilbert and Jessica Hogan guide you through the web

✓ **FOLLOW THE TRENDS**

Upscale department stores provide a wonderful opportunity to get an overview of the luxury and niche brands market, and the most innovative, Harvey Nichols and Harrods (HARVEYNICHOLS.COM and HARRODS.COM), have replicated this exclusive buying arena online. HARVEYNICHOLS.COM's "Beauty Trends" button, in the top menu, is well worth clicking for snappily edited, up-to-the-minute information – and once you know your trends, it helpfully directs you to the products you need to recreate them. Harrods regularly secures world-exclusive product launches, which can be bought via their website. Although SELFRIDGES.COM hasn't started e-tailing yet, it is beautifully designed and has a "What's Hot" section – essential reading before purchasing elsewhere. Check out STYLE.COM seasonally to view the catwalk shows, and hit the "Beauty" tab on the top menu for interesting backstage reports from the world's most on-trend hair and make-up artists. Alternatively, residents of the virtual world Second Life can experience a virtual makeover by No7's make-up artist

Lisa Eldridge, and then buy products online in real life. For further enlightenment, visit BEAUTYEXPERT.CO.UK, where interesting tips from beauty journalists lend gravitas to its varied product range, and SPACENK.CO.UK for the latest breaking product lines. Owner Nicky Kinnaird, for example, realising that lipstick would be making a major comeback this season, secured Poppy King's re-launched lipstick collection months ago, while most stores were still stockpiling lipgloss. >



THE CULT PRODUCTS
Poppy King
lipsticks,
£15 each, exclusive
to Spacenk.co.uk

LIPSTICK QUEEN
SPARKLE

LIPSTICK QUEEN
KISSER

THE MUST-HAVES
This Company Escentric (left) and
Molecule fragrances, £60 each,
exclusive to Harveynichols.com