

Inspectress Gadget: Fashion iPhone Apps

Written by Claire Perkins



If you are like me, you face constant tech-mocking from friends and family. I don't know how many times I've been asked "Hey Claire, do you have an App for that?". But iPhones aren't only good for their gyroscopes, GPS, e-mail and browsing. An iPhone is a modern-day magic wand. Today's trick: Fashion Apps.

In case you didn't know, your wonder device is especially powerful in the shopping department. Check out my favorite fashion apps for iPhone or iPod Touch- You can scoop up designer goodies, try on virtual outfits, make a digital wish list, send said list to your boyfriend, stock a fantasy closet and even ask cyberspace what they think of your outfit.



A Shoe A Day Keeps Retirement Away

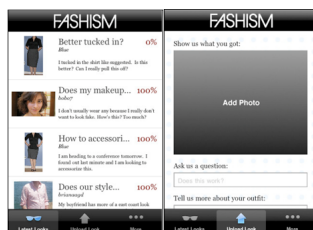
Today's Shoe- Bergdorf Goodman

The doors may be closed for the evening at your favorite department store, but don't fret, fashion maven. The Bergdorf Goodman exclusive shopping tool Today's Shoe features a fabulous pair of shoes- 24 hours a day, 365 days a year- for your perusing and purchasing pleasure.

Fashionable Functions:

- View and purchase the coveted, of-the-second shoe of the day
- Shop the entire Shoe Salon, should the day's pick not be a good fit for you
- E-mail pairs to gal pals
- Enjoy expedited delivery on all orders
- Receive complimentary returns

Price: Free, though we have a feeling this little download may cost you more than all your other apps, in the long run.



Closet Narcissist? This is the App For You

Fashism

Everybody has the panicky "Do I look OK?" moments, but an (exhausted, annoyed) boyfriend may not always be around to answer. Get an instant feedback with the Fashism app- anytime, anyplace. In a dressing room, at home, in a public restroom. Just snap a photo, upload to the gallery with your specific question (think "Hair up or down?" "Tucked or untucked?", etc.) and get an honest answer from your worldwide community of fashion-obsessed pals. Who, let's be honest, offer much more valuable feedback than your sweetie does.

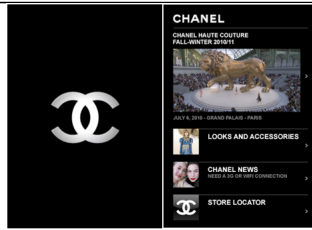
Fashionable Functions:

- View and critique hundreds of outfits to help out your sistas
- Snap a photo and post for instant answers on your wardrobe woes
- Act like a total narcissist without driving away your actual friends

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Price: Free



Chanello!

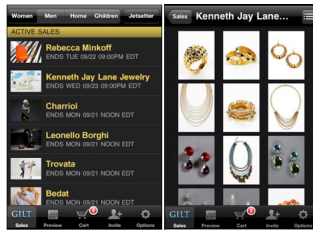
Chanel Haute Couture Fall-Winter 2010/11

What does the world's most fashionable grandpa have in store for us this season? Chanel Creative Director Karl Lagerfeld never disappoints, and the Chanel Haute Couture iPhone app gives you a front row seat at each of his iconic shows.

Fashionable Functions:

- See the latest Chanel Fashion Show on your iPhone or iPod touch- a full-length, beautifully edited look at every garment to walk the runway
- View each look individually, with up-close shots of the newest accessories you'll be buying
- Receive up-to-the-second news about the brand
- Find your closest Chanel boutique

Price: Free, though the chic Double-C icon on your home screen certainly looks expensive



Gilt-ey as Charged

Gilt on the Go

Unless you've been living in an unfashionable cave, you know what Gilt.com is- the coolest private sale boutique on the Web, offering 36-hour flash sales on your favorite luxury lines with up to 70% off retail prices. Now, you don't need to be at a computer to get your shop on.

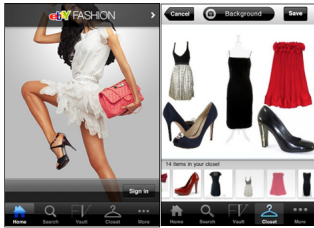
Fashionable Functions:

- Be the first to enter the store's private sales to score your top picks
- Find and buy new styles in under a minute
- Get real-time sale alerts
- Check the upcoming designer sale schedule
- Get instant Gilt membership upon download- no waiting in line here

Price: Free, and an additional 70% off what you were probably going to buy anyway

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Try Before You Buy- For Serious

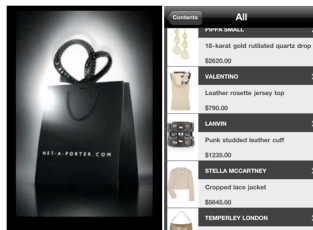
Ebay Fashion

Don't laugh, Ebay knows what they're doing with the new Ebay Fashion App. Of course you can browse and buy new, designer, branded and vintage items (think millions of clothing, shoes and accessories listings). But in addition to unearthing the deals of the millennium, you can actually try them on.

Fashionable Functions:

- Search-Limited time sales on clothing and accessories
- View and pounce on the flash sales
- Save your favorite items to your virtual Closet
- Create entire looks in the outfit builder
- Use your iphone camera to "try on" outfits
- View the style gallery of latest trends
- Share items on Facebook, Twitter or e-mail

Price: Free, and hours of fun



Download at Your Own Risk

Net-A-Porter Mobile

A virtual designer dream closet, Net-A-Porter features just about every luxury label under the sun. From shoes to outfits to accessories and handbags, you may short a circuit or two with all that drool. The Net-A-Porter app is in-sync with the site, offering you real-time shopping on-the-go.

Fashionable Functions:

- Buy items wherever you are, including new arrivals
- Create wish lists on the move
- Read edgy fashion news
- Share items with friends (and in-the-doghouse boyfriends)
- Read original editorial by Net-A-Porter

Price: Free, and a little too enticing. Exercise extreme caution with the use of this App.

All of the above Apps are available in the iTunes store-

Stay geeky! xo