



SPRING SUMMER 2010

LATEST IN LOOKS



GO TRENDS P54

ONLINE SHOPPING

IT MAY BE THE INFORMATION SUPERHIGHWAY, BUT WE LIKE TO THINK OF THE INTERNET AS THE WORLD'S BIGGEST HIGH STREET. HERE ARE GO TRENDS' FIVE FAVOURITE E-TAILERS - AND THEIR ESSENTIAL ITEMS IN STORE NOW

MY-WARDROBE.COM



Since opening its doors to menswear in January 2009, my-wardrobe.com has consistently posted crunch-defying growth figures, culminating in a 121 per cent rise in like-for-like sales in December. Founder and CEO Sarah Curran, a former north London boutique owner who anticipated the e-tail revolution, understandably tells *GQ Trends* she is "thrilled" to have recorded a million pounds' worth of sales in her first year of selling men's apparel. Aspirational but not prohibitively so, my-wardrobe.com aims to make what it calls "accessible luxury" even more so, with an ever-burgeoning brand directory: from male-safe favourites such as Levi's, Lyle & Scott and Nudie to relatively adventurous but still wearable offerings from Paul Smith, Richard James and Burberry Brit, plus designer diffusion lines. The site also doubles as a dresser, its "my-TV" section and "Style Feed" blog contain pointers and views from various style commentators, and the customer experience is also highly polished: the team all hold fashion degrees and can therefore proffer sartorial as well as technical advice.



EDGED BLAZER BY UNIVERSAL WORKS, £135. At my-wardrobe.com

"Lightweight blazers have long been a spring/summer favourite on the catwalk. David Keyte of Universal Works showed me a new blazer style and we decided to pipe the edges with madras check. Team with chinos and a light shirt."

LEE DOUROPS, MENSWEAR BUYER, MY-WARDROBE.COM

THECORNER.COM



Powered by YOXX, the long-established, Italian-based e-tail empire with a bewilderingly large product inventory, thecorner.com is a more exclusive enclave which stocks niche brands and labels at the higher end of the fashion spectrum. Band of Outsiders, Opening Ceremony, Adam Kimmel, Marc Jacobs, John Varvatos and Dsquared2 can all be found here, as well as British brands Aquascutum, b Store and Liberty of London. Inspired by high-end department stores, each virtual concession can be personalised to reflect the individual label or designer's ethos, as is the case with the new mini-store for cult favourite Giuliano Fujiwara, which will boast exclusive pieces and a video interview with creative director Masataka Matsumura. As the e-commerce market grows more crowded, thecorner.com - fronted by a smart interface and backed by a global logistics network - is carving out a unique space, offering fashion films and behind-the-scenes shots from shows. The site also showcases special projects such as a focus on the Pitti Immagine and Pitti Uomo trade shows in Florence, which featured *GQ Designer* Of The Year Giles Deacon among others.



LEATHER DECK SHOES BY NDC, £220. At thecorner.com

"These NDC sailing shoes are one of the exclusive products created for thecorner.com. Perfect for a casual and easy look, with an eye at the same time for high-quality materials and sophisticated style."

ALESSANDRA ROSSI, GENERAL MERCHANDISE MANAGER MULTI-BRAND (YOXX GROUP)

