

{ *custom clothing* }

FAVORITE
{ *little* }
THINGS

When it comes to clothes, it's easy to get caught up in fancy brand names and materials, forgetting that the most important element of any garment is how it fits. For the same price you would pay for designer labels, it's possible to outfit yourself with clothes that are custom-made just for you.



↑ **MOI-MEME PERSONAL TAILORING** (SHIRTS FROM \$130, SKIRTS FROM \$175, DRESSES FROM \$225)

When it comes to custom clothing, women have never had many options. The industry has always been more about top hats and boots than high heels and skirts. Enter Moi-Meme. Founded by a businesswoman who could not find a suit to fit her especially tall frame, Moi-Meme uses a comprehensive sizing system that takes into account the particular shape and curviness of each customer's body. You also choose the fabric and trim of any garment to create clothes that fit your sense of style. Available at moi-meme.com.

HIRAS (SHIRTS FROM \$80)

Hiras clothing company travels across the country, practicing the sartorial arts. While its tailors make custom-fitted suits, jackets, and slacks, the best deal is the shirts. Here's how it works. One of the company's tailors sets up shop in a hotel room, usually for one or two days. You make an appointment, and the tailor takes all of your measurements. You choose the fabrics and patterns you'd like, and in a few weeks your shirts arrive in the mail. The result is a tailored fit that complements your body shape. Once you're on file, you can order a shirt whenever you'd like. Available at hiras.com.

→ Simple to sample

BOUTIQUE ONLINE SHOPPING CLUBS

Sample sales have long been a way for budget-conscious fashionistas to outfit themselves with haute couture for rock-bottom prices. In the past, a sample sale meant searching through disorganized merchandise, having a tug-of-war over the last shirt on the rack, and trying on a dress in the middle of a warehouse full of people. But a new breed of online buying clubs has changed that.

These members-only websites cater to shoppers who covet boutique designer goods but want the deep discounts of sample sales. The premise is simple: The clubs buy up overstocked items from upscale retailers, then offer them to members at a low price for a limited time. The ticking clock and finite inventory mean that you need to act fast. The best part? Membership is free.

■ **RUELA.COM:** Based in Los Angeles, RuelLa features a regularly rotating mix of fashion and travel bargains, as well as vouchers for local businesses in select cities. Recent deals include \$500 off a De'Longhi espresso maker and \$300 off the nightly rate at the Park Hyatt in Washington, D.C.

■ **FAB.COM:** One of the newest online buying clubs, Fab specializes in fun modern design for the home. You might find limited-edition photographic prints being sold side by side with modern African baskets and animal-shaped pillows. All marked down, of course.

■ **MYHABIT.COM:** MyHabit is Amazon's entry into the world of online sample sales. If you are one of the millions who already has an Amazon.com account, signing up is especially easy. MyHabit features designer clothes for men, women, and children.

■ **GILT.COM:** One of the original boutique online buying clubs, Gilt Groupe offers a wide range of upscale clothing, home goods, food, deals on usually pricey destination hotels, and more. Depending on that day's sales, you could buy discounted designer underwear, concert tickets, or a gourmet cheese assortment in one fell swoop.

■ **ETSY.COM:** Etsy is an online community of retailers selling everything from antiques to stationery, but its real draw is its local craftsmanship, including handmade jewelry. Each piece is one of a kind. Gather Jewelry (average price about \$45) creates pieces from rough stones such as quartz and sapphire; Rack and Ruin (average price about \$54) pulls apart vintage jewelry to make new pieces.