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by Elise Lochner

YOUR GUIDE TO THE COOLEST STUFF ONLINE

100 under \$100

Here, your ultimate list of the retailers with the biggest and best selections of way-affordable stuff, from brilliantly fitting jeans to the prettiest party dresses.

ae.com Almost all of American Eagle's easy tops and cheerful totes ring in at under \$25. **aerosoles.com** We like the chunky-heeled sandals, complete with extra-cushioned soles. **akirachicago.com** Beyond the house line of low-cut blouses, shop for labels like Eryn Brink.



alloy.com Turn to this teen-centric site for woven tunics and bikinis, plus loads of off-the-shoulder tops and wrap dresses.

alltherageonline.com Super-affordable iterations of big jewelry trends are mainstays.



americanapparel.net Tees made them famous, but the totes and dresses are spot-on. **anntaylorloft.com** A pledge to keep almost everything under \$100 has made this resource for pretty dresses and work separates even better.

ardenb.com Rockerish chain necklaces and faux-snakeskin satchels are highlights here. **armanexchange.com** We love the gauzy woven sweaters and lush printed bikinis. **babyphat.com** It's all well-priced, but the enamel earrings and star pendants stand out.

barefeetshoes.com Wooden platforms and of-the-moment gladiator sandals abound. **bebe.com** Our favorites from this hyper-flirty line include delicate tanks and fuss-free dresses.



beckersurf.com Vacation-worthy dresses and summer-weight jackets are bestsellers. **bluefly.com** The mega-discounter now conveniently lets you sort deals by price.

bostonproper.com This purveyor of lounging-by-the-pool-wear also covers major fashion looks, including maxi dresses and graphic florals.

calvinklein.com Search out the streamlined classics, like linen camp shirts and dressy shorts. **chadwicks.com** Though it's known for pitch-perfect work attire, we adore the beachy stuff, too. **charlotterusse.com** Almost everything is under \$50 at this fun, fad-driven emporium.



chinese laundry.com Jewel-studded sandals and simple neutral flats are always reliable hits. **converse.com** The iconic sneakers are here, plus limited-edition and customizable styles. **cutesygirl.com** Exceedingly affordable; don't miss the short and sweet summer dresses. **delias.com** High school kids flock here for the exuberantly colored jeans and tops (as do we).

dianesbeachwear.com Tropical-print dresses and esny bikinis are emblematic of this spot's vacation-inspired goods.

dillards.com There's an extensive—and charmingly girly—selection of brands like Hazel, Priorities, and Plastic Island.

dknyjeans.com Once we've perused the tailored jackets in the women's section, we raid the juniors' department for effortless blouses. **80spurple.com** Well-priced yet totally edgy pieces are this site's bread and butter.

endless.com In addition to price, you can narrow the massive offering of shoes and handbags by color and size.



esprit.com Peasant tops and slick white purses mingle with soft floral-print skirts. **etsy.com** On the Web's largest marketplace for indie designers, everything's priced at wholesale.

express.com All the pieces here hit the mark, from party-ready dresses to slick blazers. **fashionflairs.com** The handbags—most in faux leather—are particularly stellar.

forever21.com The U.S.' most expansive trend retailer has tons online—plus sister sites heritage1981.com and twelvebytwelve.com. **fossil.com** Besides excellent watches and bags, Fossil also sells casual blouses.

fredflare.com These masters of winningly cute jewelry also delve into adorable clothing. **freepeople.com** Bohemian-inflected tops and swingy dresses are perennially on offer here.

gap.com Beyond the exceptional basics you'll find in-store, the site also has petite and tall sizes.

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shopyupster.com The focus is on fashionable, work-appropriate separates. **simpleshoes.com** These eco-friendly slip-ons are perfect for lazy weekend days.

southmoonunder.com The emphasis is on translations of straight-from-the-runway style. **spiegel.com** Well-cut blouses and blazers are still Spiegel's most compelling draw.

stevemadden.com In addition to the shoes it's famous for, shop this site for rompers, dresses, and ruffle-adorned bags. **swatch.com** All the graphic, sporty watches are available, plus fancier-looking versions.

swell.com One of the best roundups of the cutest surf lines—all flawlessly displayed. **taibots.com** Arguably more stylish than it has ever been; the botanical-print tops are just one of the must-buys.

target.com Besides the constant infusion of guest designer talent, the in-house Go International collection is always stellar.

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timex.com Tons of Timex's more iconic watch styles top off at less than \$50. **topshop.com** This extremely popular British trend emporium is one of the best bets for on-point, seriously chic picks.

tulle4us.com These tailored-yet-girly items—high-waisted skirts, ladylike blouses—come complete with astoundingly low prices. **urbanminx.com** Bohemian Melie Bianco totes and strappy Dolce Vita sandals are well-represented at this accessories-heavy spot.

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