FRUGALISTA-FRIENDLY BEAUTY

CASH-STRAPPED AND TIME-POOR? CASSANDRA LAFFEY FINDS A BRISBANE-BASED ONLINE DEPARTMENT STORE WHERE YOU CAN GET YOUR BEAUTY FIX 24/7 FOR A FRACTION OF THE PRICE.

WHILE ONLINE SHOPPING can never take the place of the incredibly tactile and aromatic experience of selecting a fragrance, applying a luscious hand cream or the impossible task of matching foundation, there's a lot to be said for the convenience of purchasing your fave beauty products online and the anticipation of receiving a package in the post. You just need to do your research first – that's the fun part!

Established in 1999 and with over 800,000 products available from electronics to toys, dStore is Australia's largest online department store. A recent recipient of the NetGuide Best Online Shopping Website Award, dStore founder Andrew Cooper expects beauty to become the most popular category of his business in the next two years. "Convenience and price are the two main drivers. Once you know which fragrances or cosmetics you like, purchasing online is great because it takes no time at all to place the order."

Beauty booty at dStore (188 brands in the cosmetic category alone) includes well-known favourites from Clinique, Chanel, Estée Lauder and Lancome skincare and makeup alongside covetable items from Philosophy, Borghese and Stila. You'll also find niche brands such as Smashbox, Vincent Longo and Shu Uemura which aren't currently available in Brisbane boutiques. The site is easy to navigate, and you can choose by brand and access customer reviews and basic product information.

Unlike some overseas online beauty retailers peddling out-of-date or counterfeit items, dStore sources its cosmetics, skincare and fragrances from local suppliers who use the website to clear discounted stock or import products from overseas when prices are cheaper.

"Whatever we source, our desire is to find quality brands at better prices," Andrew says. "Beauty is an exciting area for us because the traditional retailers have managed to keep prices high for a long time. The main retailers need big margins on their beauty products to cover their costs but dStore can offer massive discounts because our cost base is much lower."

WWW.DSTORE.COM.AU

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SHELF LIFE

CASSANDRA LAFFEY GETS THE LOWDOWN ON THE LATEST BEAUTY FINDS.

OOPS…

IN THE LAST Beauty Spot we forgot to include Flight 001's Australian website so you can buy travel essentials in local currency.

WWW.FLIGHT001.COM.AU

BRONZED AGE

GO GLOWING INTO winter with new bronzing products from German skincare and makeup brand Babor. We're loving the Age Conceal Foundation ($55.50) with moisturising properties and light-reflecting micropigments with a nifty concealer in the lid. Sweep on Mineral Eye Shadow in salmon pastel ($24) and Mineral Bronzing Pearls ($53) for a natural glow and finish with a slick of Glossy Liplite ($35) in bronze pop. This lipgloss has a handy LED light and mirror on the tube for touch-ups on the go.

AVAILABLE FROM TOTOVOCO, GRANGE P 3356 4156
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