



'Marigold 200' lamp, **Tadpole Store**, ₹2,050



'Calla Lily' bowl, **Tadpole Store**, ₹2,795

WHAT: Tadpole
WHO: Bhavna Bahri and Samarth Mungali
WHY: Handpicking fashion and home decor pieces from young Indian designers, this online store curated by NID alumni even features a unique blog for the design-inclined.
WHERE: Tadpolestore.com



Project Bly features finds from global street markets

WHAT: Project Bly
WHO: Rena Thiagarajan
WHY: Featuring finds from street markets around the world—from Mumbai to Morocco—Project Bly boasts of a curated collection of fantastic buys covering textiles, art and jewellery, among other things.
WHERE: Projectbly.com



The 24-hour sale has made its way to India

MIDNIGHT FLASH SALES

If you were one of those thousands of people across India who queued up outside the Apple store at midnight to bring home the new iPhone 6 last year, you are right on trend. A common drill in the West, the arrival of 24-hour flash sales that begin at midnight and spill over to the next day has many takers in India now—as attested by the 35,000 shoppers who visited Vero Moda's Super Saturday sale in Mumbai this May, where over 5,000 enthusiasts lined up outside the store before midnight.

CURATED COMMERCE

The spoilt-for-choice consumer needs a reliable filter. Looking for off-the-kilter holiday destinations but don't know where? Try Wanderbug.in, a travel service that handpicks stays to suit your tastes. Need an action-packed weekend without leaving the city? Bluebulb.in features everything from pottery classes to a peek into the cockpit of a real Boeing 737. Online curators are pre-selecting what we can buy, experience, wear and read. *Vogue* picks the curators of cool.

WHAT: Paper Planes
WHO: Nupur Joshi
WHY: An independent magazine subscription service, Paper Planes aims to bring the best indie magazine titles from across the world to Indian readers. Look out for your own copies of *Lucky Peach*, *It's Nice That* and *Cherry Bombe* among other titles.
WHERE: Joinpaperplanes.com



Tripzki curates boutique hotel stays across India

WHAT: Tripzki
WHY: Fancy staying in a French boutique hotel in Delhi or a heritage house in Kerala? This hotel booking service offers a vetted list of boutique stays pan-India.
WHERE: Tripzki.com

ALL IN ONE

Multi-brand specialty websites such as Klip.in, Sweetcouch.com and Exclusively.com can be best explained as a Pinterest of all your favourite brands. Pooling together a mix of labels and independent boutiques, Klip offers an array of products (from over 1,200 online stores) without the trouble of opening multiple windows. Exclusively.com roped in interior designer Christopher Gonsalves to curate their interiors section, which features everything from Sarita Handa (textiles) to Klove Studio (lights) and Moon River (candles and kitchenware), as well as limited-edition collections designed for the website. "To help build a one-stop premium lifestyle destination, we are soon going to launch dedicated beauty and international luxury categories on the website," says Mohini Boparai Guleria, general manager of fashion and lifestyle at Exclusively.com. >

Websites like Exclusively.com allow shoppers to browse through multiple brands at once

